

Justine C. Lai

Creative Producer & Video Editor

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EXPERIENCE

Google Developers Studio (ASG, LLC)

Video Editor

MAR 2021 - PRESENT

- Creatively edited footage to match scripts by pulling selects, inputting graphics, mixing music and sound effects, color grading & correcting footage.
- Organized and archived video projects, ensuring that all assets are properly labeled and organized for easy retrieval.
- Collaborated with other members of the production team, including subject matter experts, production crew, producers and designers, to ensure that the final product meets their vision.
- Stayed up-to-date with the latest video editing techniques and incorporated into my post-production workflow where appropriate.

Technical Operations Specialist, Media Ops

NOV 2019 - MAR 2021

- Brainstormed new workflows to improve efficiency and researched tools to optimize GDS' post workflow, enabling editors to focus on high-priority projects.
- Maintained an extensive library of studio footage, b-roll and master assets on iconik, a cloud based DAM and local NAS.
- Worked with third-party engineers to design an automated media ingest system, "Media Mover", that plugged in seamlessly into the existing production to post-production workflow, saving 200+ hours in media ingest.
- Leveraged post-production expertise to streamline communication between post-production and media operations.

Udacity

Senior Video Producer

JUL 2014 - NOV 2019

- Produced Udacity's flagship Self Driving Car Engineer Nanodegree Program which included 100+ instructional videos, animations, interviews and social media content over 8 courses with instructors from partner companies including Mercedes Benz, Google and NVIDIA while managing a team of designers, animators, video editors to create compelling content on a strict timeline.
- Collaborated cross-functionally with Marketing, Enterprise and Careers teams to produce, shoot, and edit social media content for Facebook, Instagram, Twitter and LinkedIn to drive student engagement and sales.
- Worked with C-level executives to produce and execute Udacity's Thought Leader interview series, featuring conversations between Sebastian Thrun and Silicon Valley leaders including Eric Schmidt, Vinod Khosla and more.
- Standardized production and post-production workflows to support the growing Video Team at Udacity.

Rovi Corporation

Video Producer

JUN 2012 - AUG 2013

- Scripted, shot and edited entertainment news clips in a fast paced, deadline driven environment for Rovi's consumer websites including SideReel, Celebified, AllMusic and AllMovie.

ABOUT ME

Well-rounded Video Producer & Editor with 10+ years of experience working in the tech industry. I'm a lifelong learner and critical thinker who loves to solve technical and creative problems. I enjoy all aspects of video production and am most passionate about post-production, perfecting the edit, and producing projects that come together seamlessly in post.

SKILLS

End-to-End Video Production
Non-Linear Video Editing
Color Correction & Grading
Audio Mixing
Motion Graphics
Interviewing
Directing
Live Streams

SOFTWARE

Adobe Premiere Pro
Adobe After Effects
Adobe Media Encoder
Adobe Photoshop
Adobe Illustrator

EDUCATION

SAN FRANCISCO STATE UNIVERSITY

2008 - 2012

Bachelor of Arts, Broadcast Electronic Communication Arts