

Roselyle Zhao

Creative Director · Documentary Filmmaker ·
Content Creator

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PROFILE

Creative director, documentary filmmaker, and content creator working across original IP, documentary, generative-AI production, branded media, and social platforms. Experienced in concept development, directing, cinematography, editing, visual identity, and end-to-end production. Built a 26K+ social audience and produced short-form content reaching 5.8M+ views on a single video.

SELECTED CREATIVE PROJECTS

Better Match — Creator, Director & Editor

Serialized queer dating reality-show mockumentary | 2026–Present

- Created and directed an original relationship-experiment series built around four fictional characters and a fully developed reality-TV format.
- Led character development, performance direction, production design, shot planning, continuity, editing, episodic structure, and cross-platform release.
- Built a generative-AI production workflow using tools including Runway, Google Veo, Kling, Gemini, and ChatGPT while maintaining consistent character and visual direction.
- Managed distribution and promotional strategy across LesPark, YouTube, Bilibili, and social channels.

The Margins — Director & Cinematographer

Independent documentary | 2026–Present

- Directing an interview- and observation-driven documentary exploring immigration, belonging, family rupture, and identity in New York.
- Designed the visual language, multi-camera interview coverage, B-roll strategy, field production workflow, and post-production organization.

A Wayfarer 一舟 — Writer, Director, Cinematographer & Editor

MFA thesis film | 2023–2025

- Created a personal documentary-narrative film centered on third-culture identity, queer experience, diaspora, and family dynamics.
- Official selections include Melbourne Queer Film Festival, Philadelphia Asian American Film Festival, London Vision Film Festival, Moscow Asian Film Festival, and LA Film & Documentary Award.

Sapphic Sins — Founder, Creative Director & Lead Game Designer

Original bilingual queer party game | 2025–Present

- Created a 120+ prompt party game and led concept development, game mechanics, writing, visual identity, packaging, playtesting, and launch.
- Developed direct-to-consumer, wholesale, and live-event strategies for NYC retail and community distribution.

PROFESSIONAL EXPERIENCE

United Proud Women — Visual Director

Remote / New York | 2025–2026

- Directed visual identity and media production for Pride campaigns, public events, and community-facing digital content.
- Led creative concepts, photography/video coverage, promotional assets, and on-site visual execution while coordinating volunteers and production logistics.

Magic Spell Studios — Cinematographer & Production Assistant

Rochester, NY | 2022–2024

- Shot and edited commercial, academic, event, fashion, and promotional projects across varied production scales.
- Managed pre-production logistics, on-set coordination, cinema equipment, and post-production delivery while translating creative briefs into audience-specific visual work.

Independent — Content Creator & Digital Media Strategist

2022–Present

- Built a 26K+ audience across RedNote, WeChat, and Bilibili; produced a single video reaching 5.8M+ views.
- Owned the full content cycle: ideation, scripting, shooting, editing, thumbnails, publishing, performance analysis, community moderation, and brand voice.

Chinese Students and Scholars Association — Minister of Planning

University of Colorado Boulder | 2016–2018

- Conceptualized and produced large-scale cultural events, interactive programming, stage visuals, and promotional materials for a community of hundreds of students.
- Coordinated cross-functional teams and volunteers from concept through live execution.

SKILLS

Creative: Creative Direction, Directing, Documentary, Cinematography, Editing, Visual Storytelling, Narrative Development, Art Direction, Content Strategy

Production: Pre-production, Shot Planning, Interview Direction, Multi-camera Production, Lighting, Production Coordination, Post-production Workflow

Generative AI: Runway, Google Veo, Kling, Gemini, ChatGPT

Languages: Mandarin Chinese (Native), English (Fluent)

EDUCATION

Rochester Institute of Technology — MFA, Film Production

Rochester, NY | 2021–2025 | GPA 3.61/4.00 | Graduate Assistantship

University of Colorado Boulder — BS, Strategic Communication

Boulder, CO | 2015–2019 | Minor in Critical Media Practices