

HOME

ABOUT ME

PORTFOLIO

CONTACT



Zell Cheung Ka Kei

Director / Videographer

For me , visual is my way to express different sensation.

ABOUT ME

My Journey As Director / Videographer

Graduated from associate degree of applied psychology, had an adventure in Australia for around 1-year as working holiday, to built up my insight as my foundation for my career.

In video production field for 10 years plus, starts from the training as a videographer, strengthen up my visual expression skills.

Together with the talent on story-telling and interesting presentation, makes me becomes a all-rounded director, creative idea with formulation of storyboard, script-writing, to expressing the sensation by visual through video filming till post production.

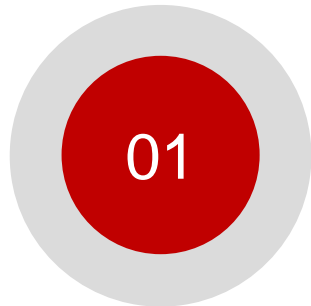
2022



Zell Cheung Ka Kei

HISTORY OF ME

My Career Timeline

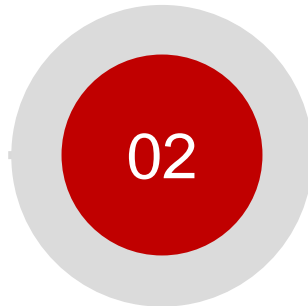


Videography Assistant

WonderSky Limited

2012

Involved in promo,
shooting and lighting works.

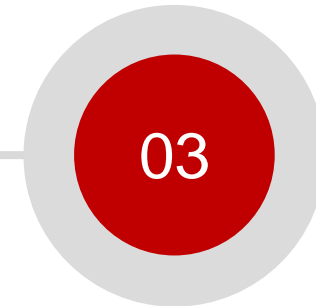


Videographer & Video Editor

Key Production Limited

2014

Video-shooting on commercial events, business
conferences, live shows...etc.
Making of and highlights



Director

Key Production Limited

2015

Providing creative ideas to clients
Content developing and storyboard design

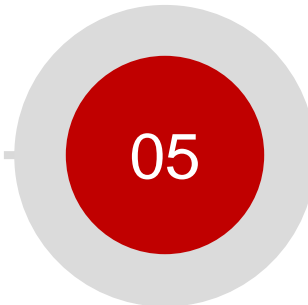
My Career Timeline



Freelance Director/ DOP
Musphinx Creation

2019 - now

Pursuit more spaces for variety of creativity



Director
Salon Films (H.K.) Ltd

2022 - now



API / Promo / Online Video

Director

- 2022 - E- License Promo (EMSD)
- 2021 - CSAO Orientation Welcome Video (PolyU)
- 2021 - Health Message Promotional Video (DH)
- 2020 - 320 WOHD Kick-off Video TVC (DH)
- 2020 - 家繫團圓 - 擁抱社區 Embracing the Community (WFJLPS)
- 2019 - Chinese Art & Crafts Fashion Showcase

DP work

- 2022 - Hong Kong Nightlife: Interactive Series (HKTB)
- 2021 - A Fresh Change to Survive (DBS HK)
- 2021 - PayMe People Profile (HSBC)
- 2021 - West Kowloon Cultural District (SCMP)
- 2020 - Hainan Creator (SCMP)



TV / OTT Programme

Director:-

- 2022 - 《開腦》(Open Mind) – TVB
- 2019 - 《玩轉腦友記》(Super Senior) - Viu TV

Post – production Director:-

- 2022 - 《敗者重生戰》(Loser Re-born) - HMVOD

DP :-

- 2022 - TLC 《香港新滋味》 第二季
- 2020 - The Hong Kong Factor: Fighting a Pandemic (CNBC)



Commercial TVC

- 2020 - Filtson KF94 Mask
- 2019 - 安泰NMN9000 TVC
- 2018 - Cathay Pacific 2018 Hong Kong Sports Star Awards
- 2017 - Cathay Pacific 2017 HKSSA TVC
- 2018 - 安泰NMN9000 TVC

DP work

- 2019 - Lindt Branded Online series Videos

Recent Director's Work



TV Programme

J2 – 開腦

Variety show talking about the latest technology such as Web3, NFT, Metaverse. Also, this included the artists chit chat part shooting on metaverse.

API

Promotion of Home Exercise

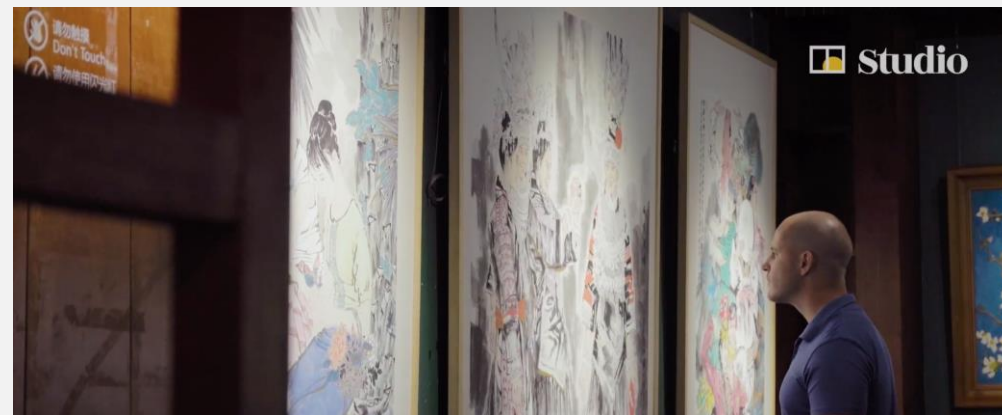
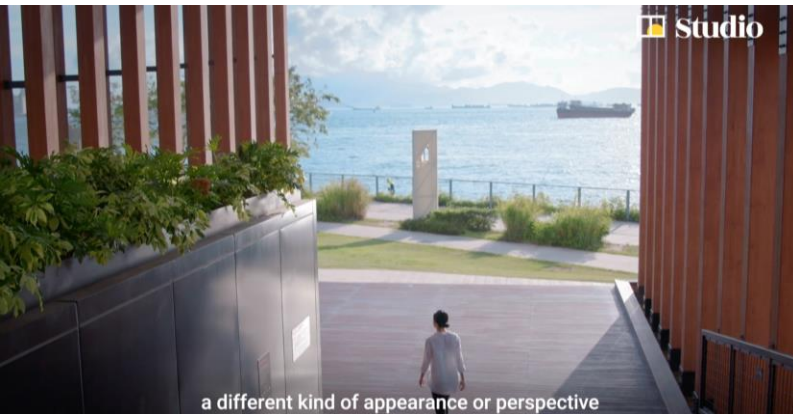
Various artists invited to shoot short comedies and demonstrating creative home exercises which were arranged by choreographer and certified trainer

Commercial TVC

安泰NMN9000 TVC

By comparing the past, present and future artist Wayne Lai, it emphasizes the effect of the supplements on reversing age of health condition back like a youth.

Mostly working with non-local crew to shoot different types of video in Hong Kong and overseas.





[HOME](#)

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GET IN TOUCH

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