

Alexander Kang

PORTFOLIO

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citizenship: USA



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Creative + Content Film Director with a global perspective.
Lived and worked across **Korea, the United States, and China.**

Not only a creative video guy, but also a creative strategist who leads culturally-driven content, crafting brand narratives that resonate with audiences and deliver measurable impact.

I also **explore Ai-driven content** that expand how stories can be developed and experienced.



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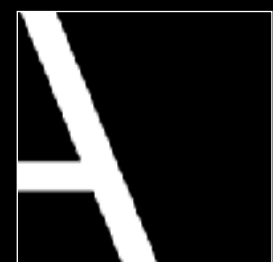
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TBWA - Shanghai - 2021 to Present

Content Video Director



Anomaly - Shanghai - 2019 to 2021

Content Creator



Grey Group - Shanghai - 2017 to 2019

Content Creative + Editor/Producer



VDO.ape - Shanghai - 2016 to Present

Film Director

LANGUAGES:

- English, Korean, and Chinese (Mandarin)

EXTRA SKILLS:

- Various Video Softwares, Video Cameras, Various Ai Tools, etc.

EDUCATION:

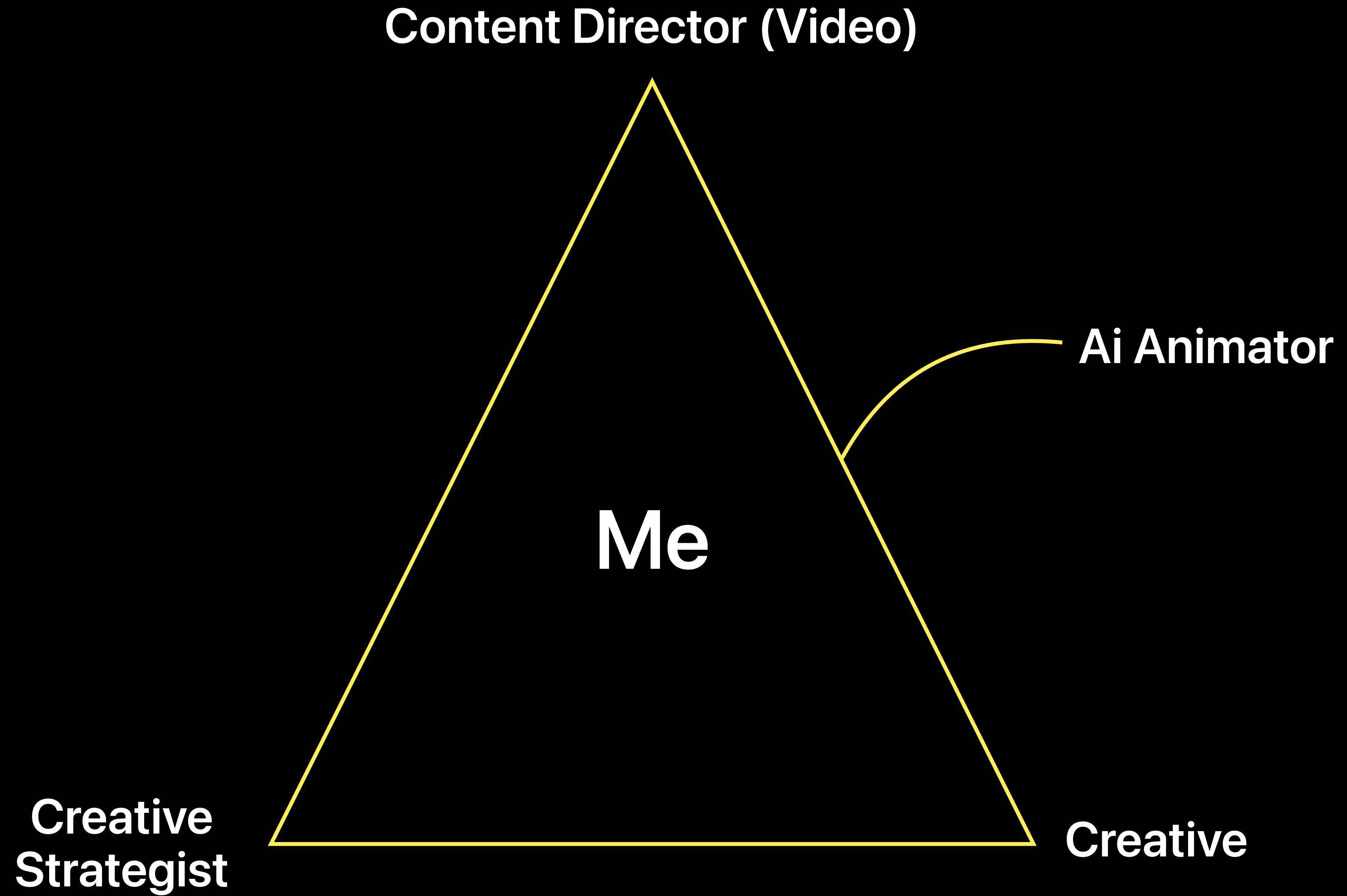
University of Michigan, Ann Arbor

- BA in Screen Arts & Cultures
- BA in English Language & Literature

Shanghai Theatre Academy

- MA in Intercultural Communications







Now
looking for
a **long-term**
relationship.

By the way...



Gold &
Bronze Lions



Graphite
& Wood Pencils



Bronze



Best of Discipline,
Gold, & Bronze Pencils



Grand Prix,
Gold, & Bronze



Gold

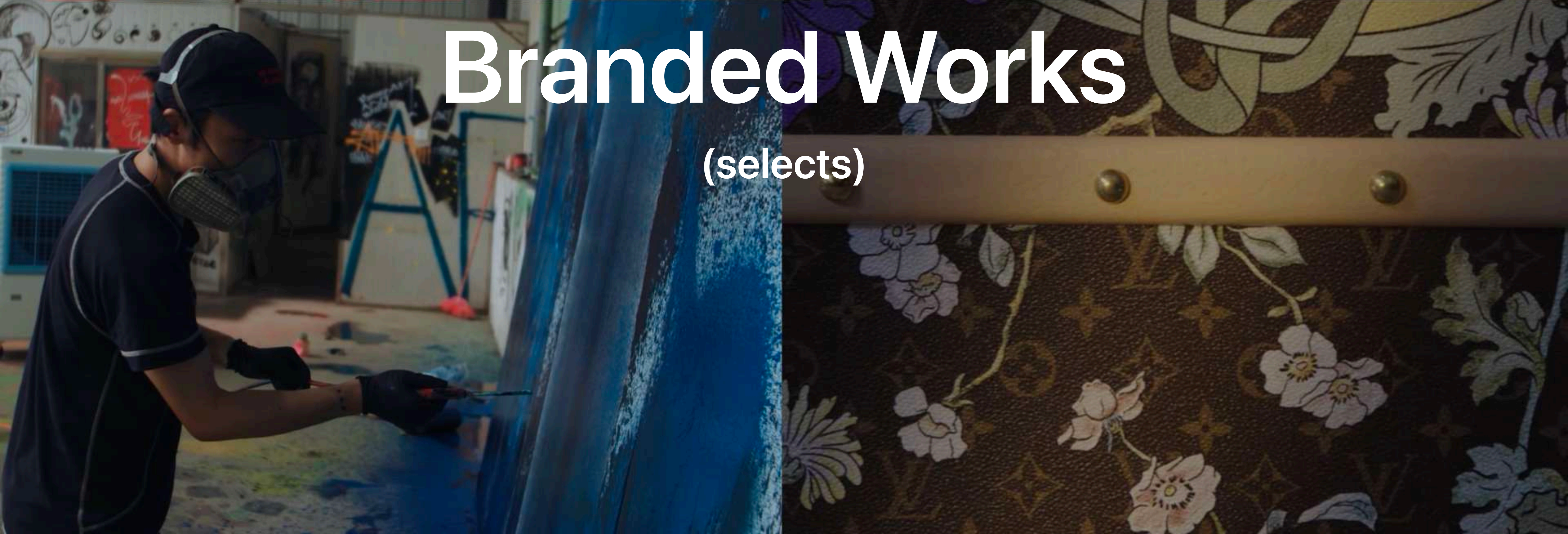


Grande



Grand Prix

Ok, let's move on.



Branded Works

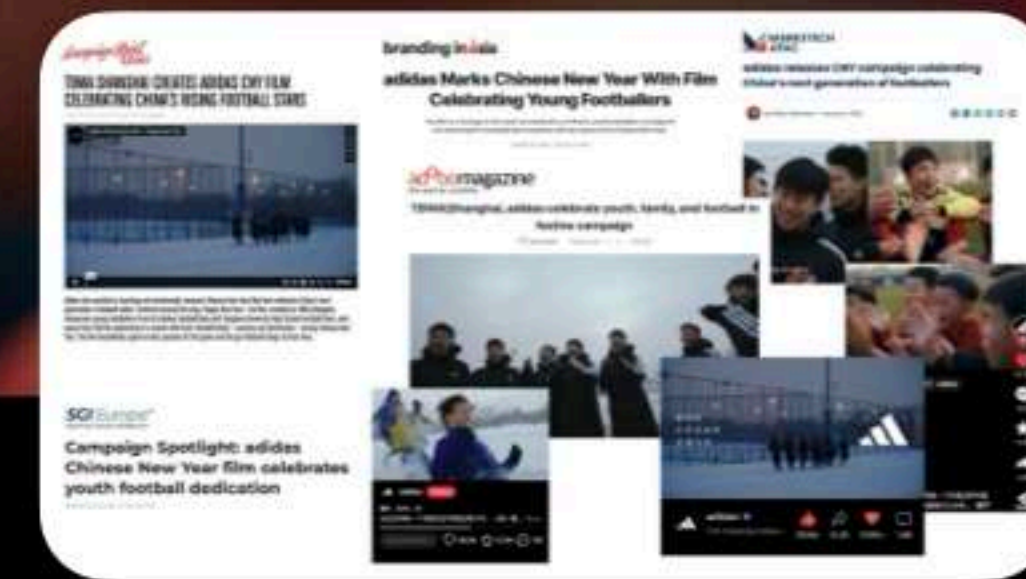
(selects)

Happy New Year Training

Client: adidas

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/adidas-happy-new-year>



Culturally-driven Chinese New Year campaign. Translated local insight (youth athletes sacrificing reunion for training) into an emotionally resonant narrative. Generated 620K+ engagements and high organic social reach.

Passing the Fire

(a film promotion content series)

Client: Shanghai Animation Film Studio

上海美术电影制片厂

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/passing-the-fire-glazed-glass>



Promotional content series for a new animation feature "A Story About Fire" (燃比娃).

Drew a parallel between the origin of fire and enduring human craftsmanship. Brought social media buzz and was screened at movie theaters across China.

Yangzhou Qiaobei Musical Suite

Client: Yangzhou Culture and Tourism

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/yangzhou-qiaobei-musical-suite>



A campaign aimed at revitalizing interest in Yangzhou by repositioning a traditional cultural practice (Qiaobei) for modern audiences. Drove +65.5% engagement and +45% mentions, with campaign assets extending beyond media into popular culture - adopted as the opening theme for a major national football tournament.

Project Jupiter

Client: BMW

Role: Creative + Film Director

Work Link: <https://www.vdoape.com/works/project-jupiter>



A large-scale Chinese New Year campaign involving multiple celebrities and influencers. Addressed cultural superstition around BMW's "unlucky year" (本命年).

Delivered category-leading performance, ranking #1 among CNY brand campaigns with 266M+ views and 1.3B+ impressions.

Yoga Village

Client: adidas

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/yoga-village>



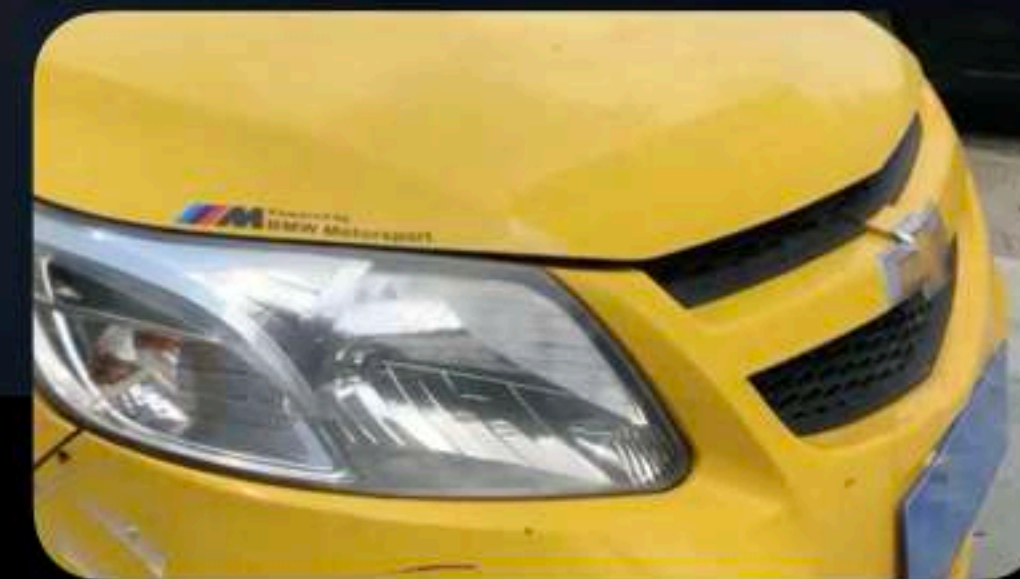
A campaign challenging the commercialization and exclusivity of yoga, repositioning it as an inclusive, universal practice. Sparked widespread social discussion and organic amplification, strengthening brand purpose-driven storytelling.

M Love

Client: BMW

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/m-love>



BMW M series is iconic. It is so iconic that every non-BMW owners wish they had the "M Badge" on their non-BMW cars. [#ShotOniPhone](#)



BAVA Vlog

(a social content series)

Client: BMW

Role: Creative + Film Director + Editor

Work Link: <https://www.vdoape.com/works/bava-vlog-1-recycling>

BMW has a mascot named BAVA. To bring BAVA to Shanghai, we 3D animated BAVA and superimposed it onto shots that we filmed in reality. [#ShotOniPhone](#)



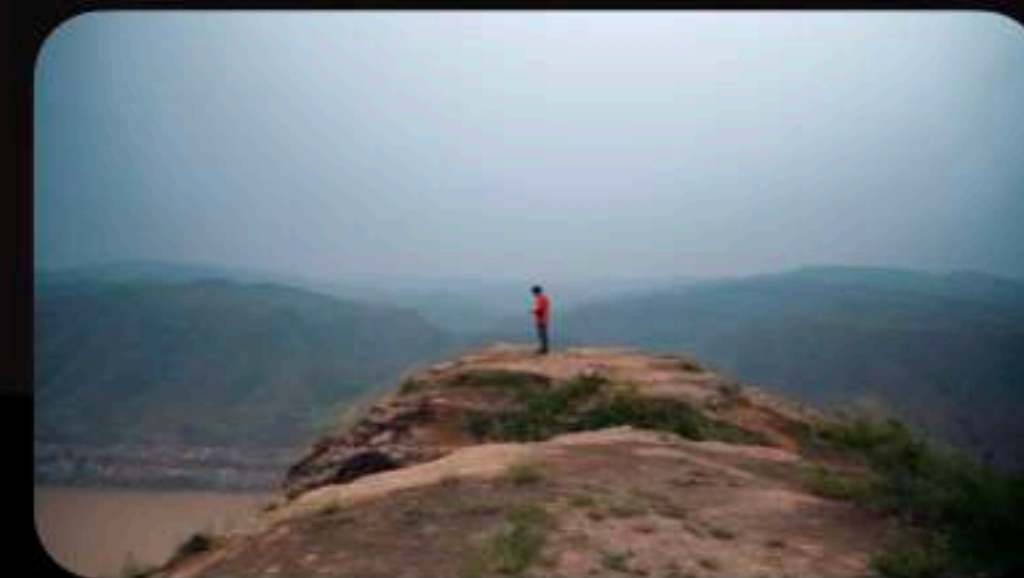
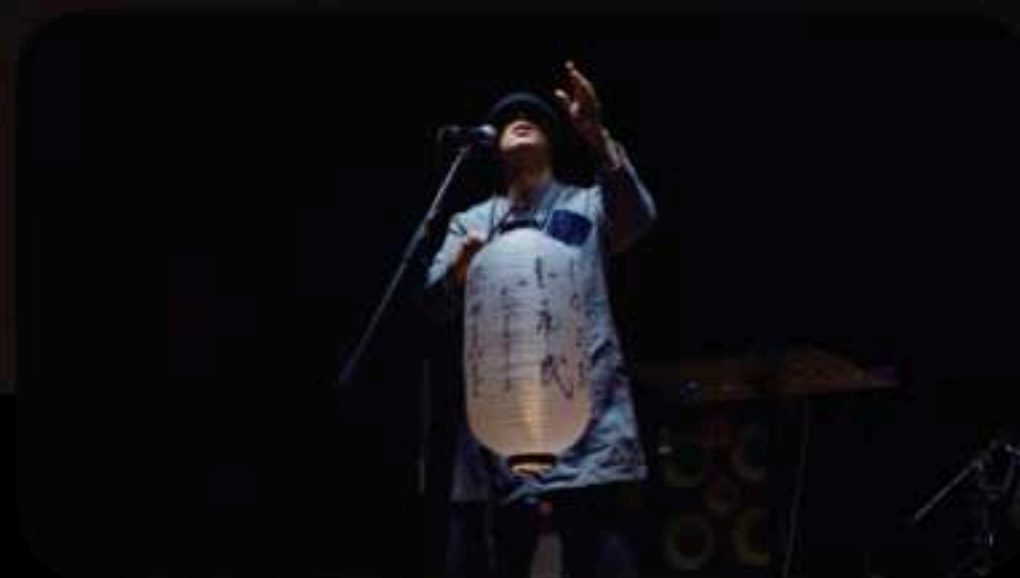
Outside the Focus

(a documentary series)

Client: iQIYI

Role: Film Director + Editor

Work Link: <https://www.vdoape.com/works/outside-the-focus-i-ep04>



A documentary series marketed and distributed by China's livestream giant iQIYI. The series featured people who do extraordinary things in China's lower tier cities, achieving high viewership across iQIYI platforms for many months.

China High School Football League (CHFL)

Client: adidas

Role: Creative + Film Director + Editor

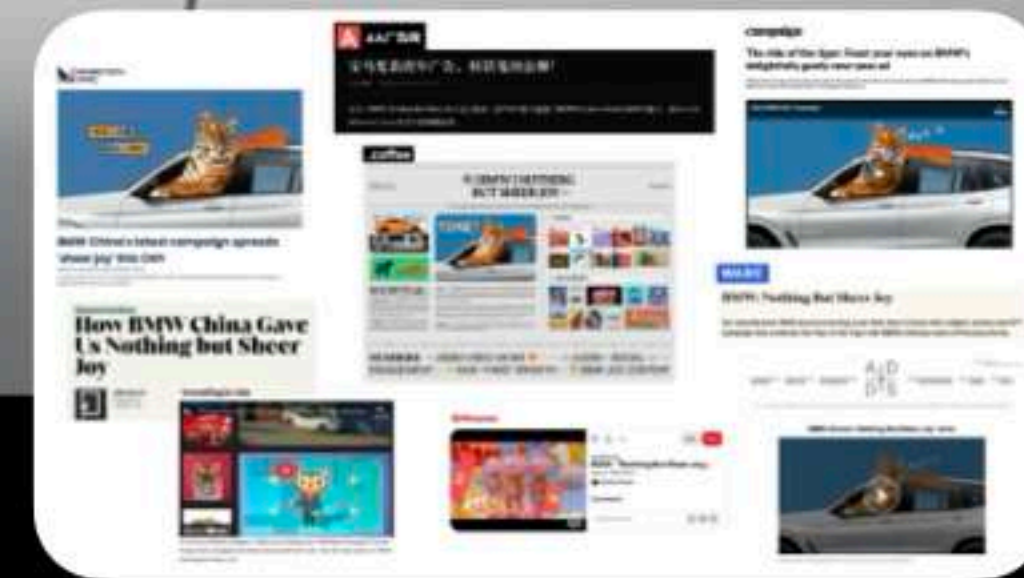
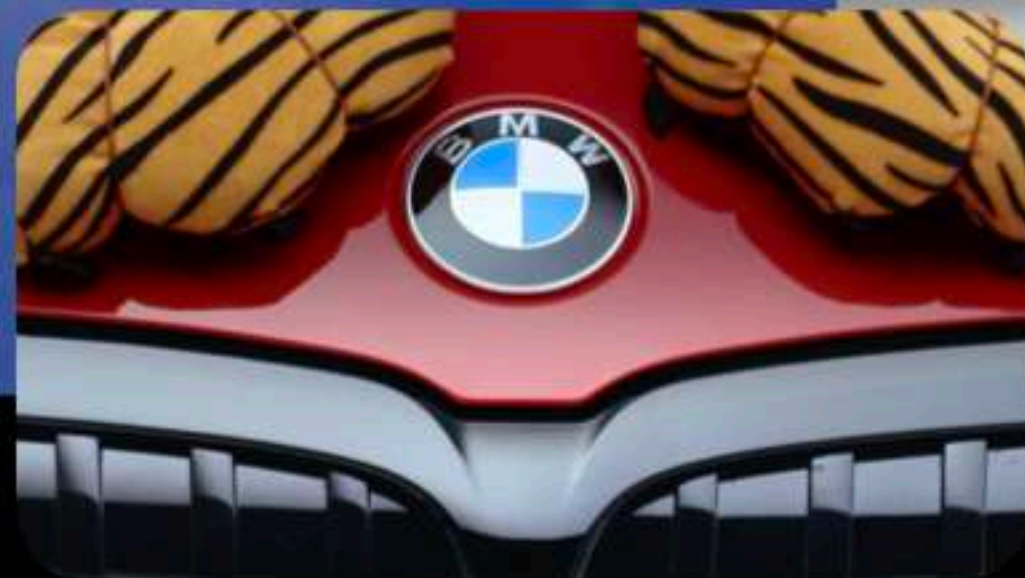
Work Link: <https://www.vdoape.com/works/china-high-school-football-league>



Integrated campaign that elevated awareness of China's largest youth football tournament by shifting focus from global star power to local youth athletes. #1 national sports broadcast views, highest-ever WeChat sports livestream audience, and 52.6M OOH impressions — contributing to the first-ever sold-out CHFL final.



Nothing But Sheer Joy



Client: BMW

Role: Creative + Content Director

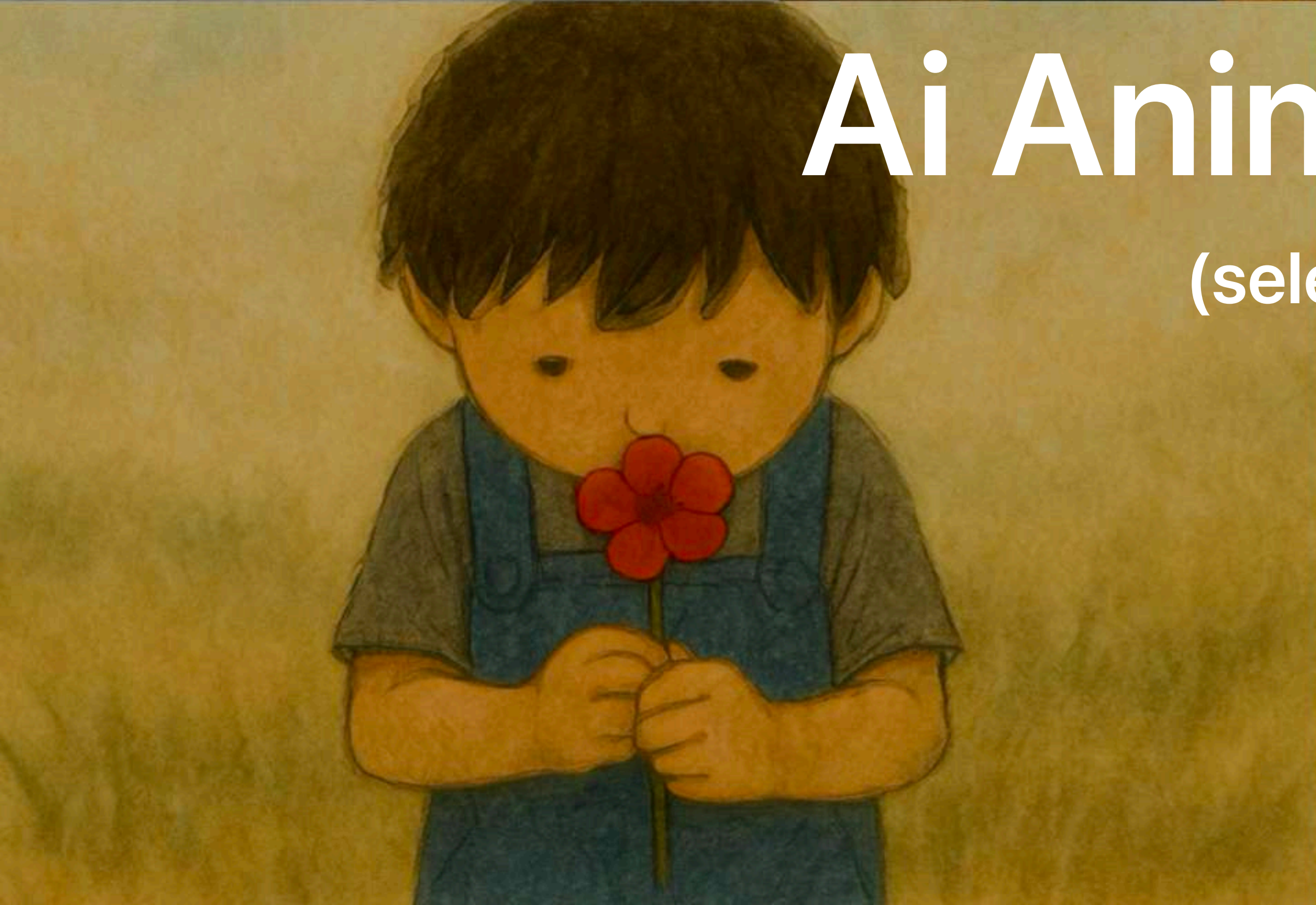
Work Link: <https://www.vdoape.com/works/nothing-but-sheer-joy>

A multi-platform content that positioned BMW as a source of optimism and cultural relevance. Built a participatory content ecosystem (film, interactive formats, stickers, dance challenges) rooted in cultural symbolism. Generated 258M+ views, 4.02M engagements, and 688K+ UGC posts, while driving 140K follower growth (65% Gen Z).



Ai Animations

(selects)



Virtual Mary

Role: Writer + Director + Editor

Ai Utilized: ChatGPT, Kling, ElevenLabs

Work Link: [https://www.vdoape.com/
personal-projects/virtual-mary](https://www.vdoape.com/personal-projects/virtual-mary)



Ai animation about a woman whose livelihood depends on artificial intelligence device forcing herself to believe that her daughter is dead.

Shelter From the Storm

Role: Writer + Director + Editor

Ai Utilized: ChatGPT, Kling, ElevenLabs

Work Link: <https://www.vdoape.com/personal-projects/shelter-from-the-storm>



Ai animation about a girl who flies into a storm in order to reunite with her mother.

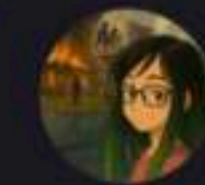
Tutorial: Shelter From the Storm

Role: Writer + Director + Editor

Ai Utilized: ChatGPT, Kling, ElevenLabs

Work Link: <https://www.vdoape.com/personal-projects/making-of-shelter-from-the-storm>

Tutorial on how I made my Ai animation "Shelter From the Storm".



*lIdemjhonghidhzi

超棒👏跑完了全流程！感谢分享！



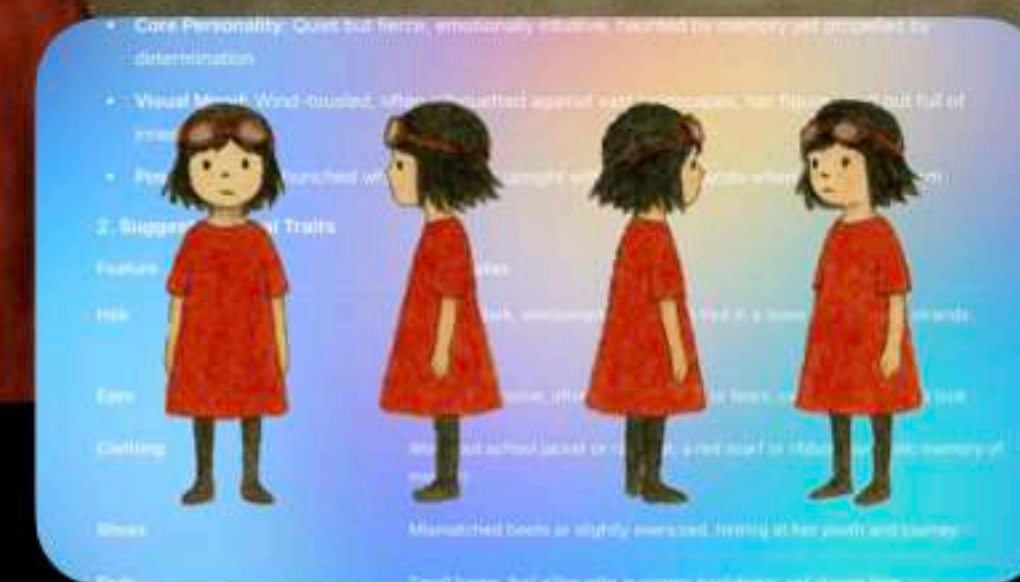
艾谁谁的哪吒

super helpful, I learned a lot!



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太有帮助了 谢谢博主 期待你更多作品



Island at Noon

Role: Writer + Director + Editor

Ai Utilized: ChatGPT, Jimeng

Work Link: [https://www.vdoape.com/
personal-projects/island-at-noon](https://www.vdoape.com/personal-projects/island-at-noon)



Ai animation about a man encountering his soul that had long been dead.

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CONNECT.

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