



RYAN LEE

MULTIMEDIA DESIGN SPECIALIST

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PROFILE


A skilled Multimedia Design Specialist, I have completed a MSc in Creative Technology with a focus on accessible multimedia content design for neurodivergent students.

With a strong foundation in media production and live event broadcast direction, I am passionate about creating engaging, accessible content. My work spans broadcast media, educational content development, and motion graphics, with a particular interest in using participatory design to improve end-user outcomes.


SKILLS

- Technical & Creative Skills:**
- Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effects, Audition): Expert in creating high-quality visuals, motion graphics and audio content for digital media, broadcast, and educational projects.
 - AI Video Editing Tools: Proficient in utilising AI-driven technologies to streamline video editing and production workflows, reducing costs and improving output quality.
- Research & Analytical Skills:**
- Research & Development: Strong research background in educational technology and instructional design, with a focus on accessibility for neurodivergent learners.
 - Framework Design: Developed and implemented frameworks that enhance production workflows, reducing project completion times and improving content quality.
- Project Management & Collaboration:**
- Workflow Optimisation: Successfully designed and introduced optimised workflows that increased team efficiency and reduced content delivery times in both academic and agency environments.
 - Multi-project Management: Adept at managing multiple projects simultaneously, maintaining a proactive approach and ensuring timely delivery.


WORK EXPERIENCE

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Freelance Video Production (Aug '22 – Present)

 - Provide video production services to a variety of clients, creating engaging promotional, educational, and commercial content.
 - Manage all aspects of production, from pre-production planning to final editing, ensuring high-quality deliverables.
 - Work independently and with clients to meet deadlines and maintain strong client relationships, with a focus on video quality.
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DAZN - Freelance Live Broadcast Director (Jun '23 – Nov '23)


 - Directed multiple live events simultaneously, ensuring seamless on-air execution with zero critical errors.
 - Monitored and maintained quality control of all incoming and outgoing signals, resolving transmission issues in real-time.
 - Prepared and transmitted playout schedules while coordinating with graphics and production teams to ensure content readiness.
 - Coordinated with international commentators to ensure smooth communication and accurate broadcast timing across multiple regions.
 - Provided technical support for all transmission services and equipment, proactively preventing disruptions by pre-empting potential faults.
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Lotus Pictures Inc. - Production Support Intern (Nov '22 – Feb '23)

 - Supported post-production processes by assisting with edits, motion graphics, and script formatting for a New York-based creative agency.
 - Helped modify existing workflows to integrate AI voice synthesis technology, reducing production costs and time taken while future-proofing content for scalability.
 - Participated in shoots, filling various roles, including lighting and data wrangling, contributing to the smooth execution of on-set operations.
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Leeds Beckett University - Digital Media Developer (Aug '21 – Aug '22)

 - Produced digital learning videos, increasing student engagement by delivering high-quality video and audio content for online modules.
 - Applied advanced post-production techniques to enhance video clarity and accessibility, contributing to improved learning outcomes.
 - Developed a library of tutorials to share workflows within the team, assisting with their learning, and showcasing methods to future-proof content and increase adaptability.
 - Collaborated with academic teams to create a variety of educational media content, ensuring it met both pedagogical and technical standards.
- ### EDUCATION
- Leeds Beckett University**



Creative Technology MSc (Distinction) (Sep '23 – Oct '24)

 - **Dissertation:** Optimising Video Explainers for ADHD Postgraduate Learners in Online Distance Learning Environments – Graded at 88%, this research aimed to find empirical data to advance current understanding and quantify best practices in designing accessible multimedia content for neurodivergent students.
 - Specialised in educational and instructional design, focusing on accessibility, cognitive load management, and content design to cater to neurodiverse learners.



Broadcast Media Technologies BSc (Hons) (1st Class) (Sep '19 – May '23)

 - Served as Course Representative for four years, feeding back suggestions and contributing to the improvement of the course over the years.
 - Awarded the LBSU Diamond Volunteer Award for volunteering my video production services to Feel Good Factor Leeds, creating educational cooking content to support disadvantaged areas.