

# Cheng (PC) Peng

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## Professional Summary

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A commercial producer with a 3D design background and five years of experience in bridging clients' campaign objectives and large-scale productions with detail-oriented budget management proficiency

## Core Competencies

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- Sufficient experience in production management, including pipelines, vendor negotiations, and client communication
- Strong analytical skills in quote comparison, market distribution, and innovative technology adoption
- Efficient time management, project prioritization, and relationship management
- Adaptable, self-motivated, and able to work in a fast-paced environment
- Close attention to cultural diversity

## Professional Experience

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### Commercial Producer

Los Angeles, CA

MELT Pictures inc.

12/2015-Present

- Accomplished more than 90 shoots with a well-built average crew size of 40, delivering over 20 TVCs, 40 infomercials, and 4 reality shows
- Leveraged clients, production, and post-production teams based on sufficient knowledge in both design elements and visual storytelling to maintain a clear communication channel that facilitated deliverable accuracy
- Managed and standardized pipeline and workflow of various projects efficiently and effectively, securing production delivery that fulfills clients' expectations within a designated timeline and budget range
- Developed more than 90 episodes of creative mini-series, *Knives Out 55go*, for NetEase Game, obtaining 5M view counts, retweets, and comments on Twitter Japan, leading the new trend of mobile game commercials
- Produced and art directed short films and commercials such as *VIVO Nex 3*, *Jiejie*, and *ASIA-A* that won awards including *The Telly Award*, *HBO APA Visionaries Award*, and *DGA Student Award*

### VFX Producer

Los Angeles, CA

MELT Pictures inc.

12/2015-Present

- Sufficient knowledge of CG production pipeline from preproduction to final deliverables
- Scheduled board meetings with the director, VFX supervisor, creative teams, and technical execution team
- Compose and approve VFX breakdown and prepare bidding packages for vendors
- Maintain connections with VFX artists that cover the model building, texturizing, rigging, rendering, and compositing
- Detailed track progress of shots and assets, monitor vendors' performances
- Record feedback from clients, agencies, and directors; ensure creative and technical notes are executed
- Cooperate with the legal department and pay close attention to the green-light process of clients' co-branded partners' copyrighted designs such as *Neon Genesis Evangelion* and *Attacking Giant* with *NetEase Games*
- Manage vendor-to-vendor workflow of graphics and shared elements and keep communicating with stakeholders
- Prioritize work based on production needs, monitor "to-do-list" for each artist
- Familiar with both union and non-union regulations for budgeting and have a good sense of production timeline

## Highlight Project

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[VIVO V20 TVC ft. L.A.N.Y.](#), Virtual Production Producer

08/2020

[VIVO NEX 3 TVC](#), Commercial Producer

09/2019

[End of Summer](#), Feature Film Unit Production Manager

05/2016-05/2018

(*KNN Award winner and New Current Award nominee at 22nd Busan Intl. Film Festival*)

## Education

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**B.A. in Cinematic Art and Studio Art (3D)**

University of Iowa

08/2012-12/2015

## Software Skills

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Adobe Premiere Pro, Illustrator, Photoshop, Indesign, After Effects, Asana, 3Ds Max, Sketch-up, Vray, Movie Magic Suite