

张衍之



MAX ZHANG

*Bridging AI Innovation with Cinematic Storytelling*

### Featured Achievements

Directed China Telecom AI Star Model Launch Film – over 2M views in 72 hours.

Over a decade in documentary, commercial, and tourism film production across 3 continents.

Pioneered hybrid human–AI production workflow adopted by Fortune 500 brands.

Collaborated with US National Travel Office, Japan National Tourism Organization, and global brands.

# MAX ZHANG

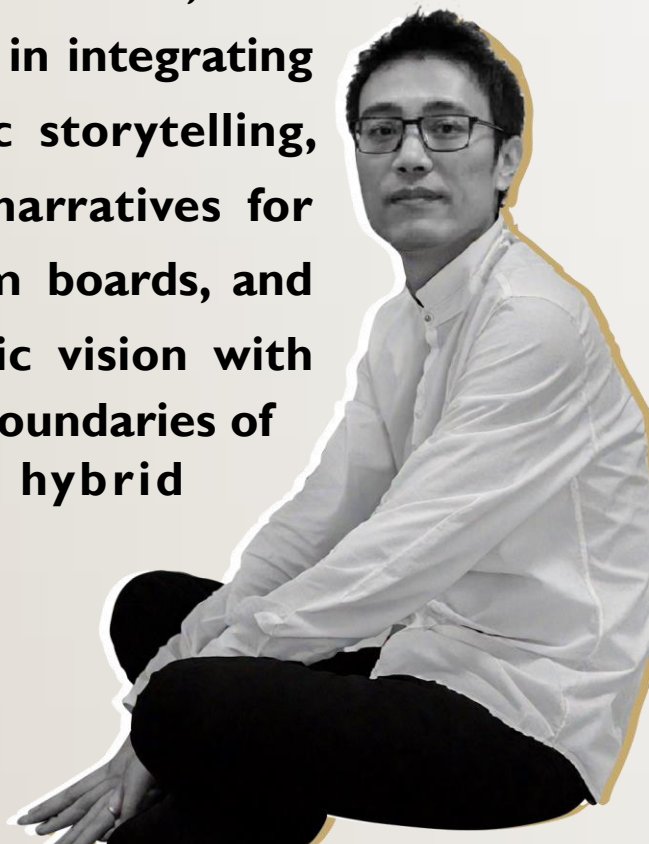
## 张衍之

### Core Skills

- **AI-driven filmmaking & pre-visualization**
- **Hybrid human-AI production workflows**
- **International co-production & cross-cultural storytelling**
- **Generative visual language design**

### Professional Summary

**Award-winning director with over a decade of experience spanning documentary, commercial, and tourism productions. Specializes in integrating AI technologies with cinematic storytelling, delivering visually compelling narratives for Fortune 500 companies, tourism boards, and global brands. Combines artistic vision with technical expertise to push the boundaries of generative filmmaking and hybrid human-AI production.**



# Selected AI & Film Projects

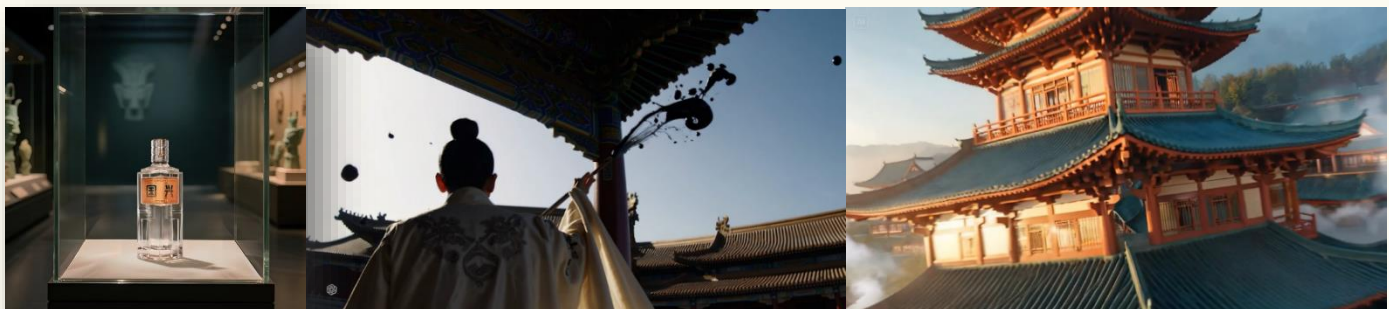


## China Telecom AI Large Model Launch Film (2025) Executive Director

From concept to final cut, crafted a strong narrative AI short film showcasing model capabilities. Integrated generative visuals with traditional cinematography to enhance storytelling. Achieved multi-million online views within 72 hours.

## AI-Generated Commercials

Directed multiple AI-driven visual campaigns, blending algorithmic aesthetics with brand messaging to create high-impact advertising assets.



# Tourism & Destination Marketing

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Collaborated with US National Travel Office, Japan National Tourism Organization, and cultural tourism boards to produce emotionally resonant documentaries.



## Documentary Experience

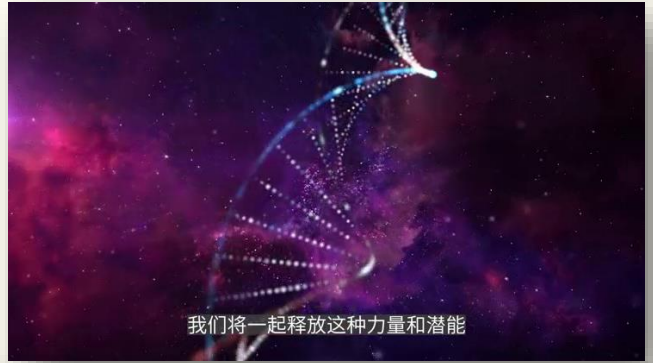
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Extensive background in documentary filmmaking, beginning with formal training at the Beijing Film Academy in documentary production. Early career at Shanghai Television Documentary Channel involved producing and executing culturally significant series. Founded 'Daguan Films' in 2012, expanding into large-scale tourism documentaries and cultural features, including collaborations with the US National Travel Office, Japan National Tourism Organization, and Tibet cultural tourism initiatives. Documentaries are recognized for combining journalistic integrity with cinematic aesthetics, delivering authentic and emotionally engaging narratives.



# International Collaboration

Directed productions in Japan, the United States, and multiple cultural heritage regions of China. Managed cross-cultural crews, coordinated overseas shoots, and adapted storytelling to diverse audience expectations.



# Recognition

Projects praised for innovative AI integration, visual sophistication, and cross-cultural appeal by industry peers and clients.

## Contact

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