CURRICULUM VITAE

www.denisli.net

INTRODUCTION

2025

CREATIVE
FILM DIRECTOR
DESIGNER

Denis is a multifaceted artist, creative visionary, designer, and filmmaker.
With expertise in conceptualizing ideas, art direction, film directing, and graphic design, he seamlessly blends these disciplines to craft compelling visual narratives.

He began his career as an art director in 2010, working with top advertising agencies and contributing to major brands such as StarHub, Microsoft Xbox, the Red Cross, and OCBC. Eventually, he left his agency role to co-found Qrious Lab, a creative production company specializing in film production and social content.

As the creative lead and film director at Qrious Lab, Denis spearheads a talented team, producing high-quality video content and commercials that emphasize storytelling, innovation, and collaboration. He has led film productions for brands such as Sony, LTA, Kia, Singapore Airlines, Mastercard, Kao, Daikin and more.

His entrepreneurial journey has sharpened his leadership, project management, and storytelling skills, reinforcing his passion for creating impactful and innovative content.

DENIS LI
CREATIVE LEAD / FILM DIRECTOR

Concept | Produce | Direct | Shoot | Edit | Design

EDUCATION

Bachelor of Arts BA (HONS)
First-class honours
Lasalle-SIA College of the Arts
2010 - 2011

Diploma in Design and Visual Communications
Nanyang Academy
2005 - 2008

CONTANT

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✉ denisliyuandong@gmail.com

🌐 www.denisli.net

🌐 www.qriouslab.com

📍 Singapore

WORK EXPERIENCE

Creative Lead / Film Director / Co-founder
Qrious Lab Pte Ltd
Apr 2015 - Present

Art Director
DDB Singapore
Jul 2013 - Apr 2015

Intergrated Art Director
McCann Erickson
Jul 2011 - Jun 2013

Designer
Core Communications
Sep 2008 - Aug 2010

Junior Art Director
Crush Advertising
Oct 2007 - Sep 2008

Creative Intern
Bates 141 / Bates CHI & Partners
Feb 2006 - Jul 2006

SKILLS

Art direction
Conceptualisation
Graphic Design
Storyboarding
Film Directing
Cinematography
Photography
Editing
Producing
Illustration

SOFTWARE SKILLS

Adobe Photoshop
Adobe Lightroom
Adobe Illustrator
Adobe Indesign
Adobe Premier Pro
Powerpoint
Keynote
Google Slides