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# ROSHEN LIM CHUN WAEI

CREATIVE LEAD / VIDEO PRODUCTION / AI CONTENT INNOVATION

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See the work -> [roshenlim.com](https://roshenlim.com)

## PROFESSIONAL SUMMARY

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Creative leader with 9+ years across commercial production, healthcare, and fintech — from managing post-production for national TVC campaigns to building in-house creative units and leading AI-powered video production for international markets. Currently leading a team creating content across 6 global regions, pioneering generative AI video workflows that position brands at the forefront of digital content innovation. Certified in AI by Anthropic and Google.

See the work → [ratedr1.portfoliobox.net](https://ratedr1.portfoliobox.net)

## WORK EXPERIENCE

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### ACTING TEAM LEAD / SENIOR MEDIA CONTENT CREATOR

2024 – 2025

*Deriv*

- Appointed acting Team Lead within one month of joining based on demonstrated leadership capability from prior roles.
- Led a team of 5 motion designers producing video content for 6 international channels — LATAM, Russia, France, Arabic/UAE, and English markets.
- Drove AI adoption within the team — built generative AI video workflows, secured enterprise and early access from AI platforms, and set the benchmark for AI-powered content that inspired wider adoption across the department.
- Developed end-to-end AI production systems enabling scalable video content creation across multiple regions simultaneously.
- Art directed and approved all video output, ensuring alignment with Deriv's brand guidelines and visual consistency across every regional channel.
- Led on-ground production teams at international fintech expos including IFX Mexico 2025 and Forex Expo Dubai 2025.

### CREATIVE LEAD

2020 – 2024

*LifeCare Diagnostic Medical Centre Sdn. Bhd.*

- Built the in-house creative unit from scratch — sourced all equipment, established production workflows, and created SOPs for photography and video across the organization.
- Led a team of 5 (graphic designers, videographers, photographers) as the sole point of contact for all creative and marketing requests.
- Directed end-to-end video production and photography for corporate communications, advertisements, and all marketing collateral.
- Established and enforced brand identity standards across all visual output, creating a distinctive market presence in the healthcare space.
- Recruited, onboarded, and managed all creative staff while maintaining consistent output under budget constraints.

### VIDEOGRAPHER & EDITOR

2019

*Chaserz Ideas and Consultancy Sdn. Bhd.*

- Managed full production cycles from brief through final delivery — directing, shooting, and editing client video projects hands-on.
- Served clients including Resorts World Genting, Zafigo, Future Sound Asia / Good Vibes Festival, and Usana for live events and branded content.

### POST PRODUCER

2017 – 2018

*Mustang Post Sdn. Bhd.*

- Managed post-production end-to-end for TVCs and digital campaigns in a professional production house.
- Coordinated editors, color graders, and online editors for brands including Panasonic, Maxis, Hotlink, Malaysia Airlines, and Milo.
- Worked directly with established commercial directors, building fluency in broadcast-standard workflows.

## EDUCATION & CERTIFICATIONS

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### AI Fluency: Framework & Foundations

Anthropic

### Google AI Essentials

Google

### Bachelor of Cinematic Arts (Hons)

2014 – 2017

Multimedia University

### Foundation in Creative Multimedia

2013 – 2014

Multimedia University

