

Sandric Ng Yi Xuan

Media Production / Systems Designer / Programmer

Experienced professional in video production, programming, IT systems management, and design. Passionate about blending technology and design to create innovative solutions.

Contact: [+65 9658 3359](tel:+6596583359)

Email: sandricng@gmail.com

Full Resume: <http://sandric.definingvisuals.com/>



Senior Content Development Executive

2025

PCCW OTT (Singapore) Pte Ltd (Viu)

- Acquire and screen content for online VOD Platform: Viu.
- Oversee content roadmaps, contracts and cost-revenue content benchmarks.
- Promoted and created simple content automated workflows for benchmarking content, reducing manual labor of data collection for analysis and operations.

Senior Executive, Digital Content Operations

2019 - 2025

KC Global Media Entertainment LLC (previously Sony Pictures Entertainment Networks, Asia)

- Oversee the media library for both linear and non-linear broadcasts, ensuring quality and adherence to technical specifications.
- Developed Python scripts to automate workflow segments, increasing media creation volume and efficiency, and reducing media turnaround time by 80%.
- Led the implementation of Business Management System – Mediagenix WhatsOn (WON) – as the key administrator for user management, transmissions, media assets, and REST API integrations.
- Redesign operating procedures to integrate with WON, including creating Python API scripts and a web GUI to minimize the need for paid licenses and reduce costs.

Supervising Editor

2019 - 2021

Defining Visuals Pte Ltd

- Contribute to the ideation process with post-production insights to ensure clients' visions and objectives are met.
- Designed workflow for freelance editors to maintain quality control.
- Implemented an asset management system using NextCloud for improved media file management.
 - Enhanced accountability within the decentralized freelance team, preventing unauthorized disclosures.

Contract Videographer/Editor (Multimedia Designer)

2019

Republic Polytechnic

- Provided videography and editing services for corporate needs, including visual effects.
- Extended role to include multimedia design for EDMs, posters, and social media videos
 - Promoting Communities of Practices, Problem Based Learning
- Managed SharePoint lists and databases for course, graduation and awards

Multimedia Designer

2018

Encore Films Pte Ltd

- Designed and edited movie trailers, promos, and bumpers for cinema, TV, radio, billboards, web, and social media.
- Produced and edited movie posters, reviews and fan screenings.
- Collaborated with translators to provide media subtitles.
- Created and encrypted Digital Cinema Packages (DCP) for cinemas.
- Applying films and trailers for rating reviews to the Infocomm Media Development Authority (IMDA).

Education

B.Sc. Digital Media (2023)

Singapore University of Social Sciences

Diploma in Digital Film & Television (2016)

Temasek Polytechnic

Languages

English, Chinese

(Mandarin, Teochew)

Skills

Audio & Visual

Base: Directing, Producing, Camera

Editing: Avid, GrassValley, FinalCutPro, Premiere Pro, Audition, Media Encoder

DCP: EasyDCP, DCP-o-matic

Subtitling: EZTitles, Poliscript, SubtitleEdit, OpenAI Whisper

Transcoder: FFMPEG CLI, Rhozet Carbon

Design

Adobe

Photoshop,

Illustrator,

Lightroom,

After Effects,

Blender

Programming

HTML/CSS/JS, PHP,

MySQL/SQLite,

jQuery/AJAX/AppScript

XML/JSON/RESTAPI/FastAPI

Python/Flask/Tk.inter/Pydantic/

Pandas, Expo Typescript, ES2015

Computer & Systems

Server & Networking,

VDI, Digital Asset

Management, RESTAPI,

Microsoft 365, Google

Workspace, AGILE

Project Management,

GIT/JIRA, Docker