

# LAMU SHANGCHOO

[Website & Reel](#)

149A Chiswick High Road, London W4 2DT  
(+44)774-840-9989 | lamufilm@gmail.com

---

**Production creative** with 5+ years' experience across film and branded content, working fluidly from concept to final film. My practice centres on poetic storytelling with subtle fantastical elements, informed by cultural history and cross-disciplinary research to deepen brand expression and outreach.

---

## WORK EXPERIENCE

### **Creative Development & Branding**

05/2025 - Present

Nerhi Studio & Dhi Dhi Dhi, UK/Tibet, CHINA

- **Led creative development** for Nerhi Studio AW25 campaign, translating functional clothing concepts into a site-specific narrative rooted in the cultural landscape of Ngari, Tibet.
- Shaped the campaign **from early concept through on-location filming** at 5,000 metres altitude to final delivery, ensuring coherence across story, image and brand tone.
- Developed creative direction for a newly launched toy sub-line, working closely with the founder to **define an approachable brand narrative** through culturally grounded, “ugly-cute” aesthetics.
- Used cultural research and everyday Tibetan references to help position the brand for a younger audience while preserving its distinctive identity.

### **Freelance Filmmaker & Screenwriter**

09/2021 - Present

Various Clients, CHINA/US/UK

- Developed and delivered **short films and branded content** for CCTV, NOWNESS & etc, shaping visual narratives aligned with brand tone and audience engagement. Showcased at prestigious film festivals (e.g., Rhode Island International Film Festival).
- Managed logistics for productions with **up to 200 crew members**, schedules and budgets while protecting creative intent under practical constraints.
- Carried projects through post-production, including **editing, colour grading, sound and basic VFX**, working with DaVinci Resolve and Adobe Creative Suite.

### **Script Development Assistant**

06/2022 - 09/2023

Mani Stone Pictures Ltd, Tibet, CHINA

- Conducted historical and cultural research to support character authenticity and world-building.
- Supported script development and evaluation for projects led by award-winning director Pema Tseden, ensuring clarity and continuity across development stages.
- Contributed to **multiple award-winning films**, including *Snow Leopard* (Tokyo International Film Festival Best Film Winner), *Singpangtra*, and *One and Four*.

### **Freelance Concept Designer**

05/2021 - 08/2021

YUEHUA(YH) Entertainment, Seoul, SOUTH KOREA

- **Led creative direction** for *Lonely Beauty* by Cheng Xiao, which **gained 4M+ views in its first week**.
- Prepared and pitched treatments to artists/labels, balancing creative risks with brand safety.
- Coordinated production logistics for multi-location shoots, aligning creative vision with delivery timelines and commercial requirements.

---

## EDUCATION

**MA Screenwriting**, London Film School, London, UK

2023 - 2024

**BFA Film & Television**, School of Visual Arts, New York, US

2017 - 2021

---

## SKILLS

- Workflow (Google Workspace, Notion, Keynote, DaVinci Resolve, Adobe CC, ProTools and Blender).
- Fluent in English, Mandarin and Tibetan.

---

## AWARDS

Directors Guild of America (DGA) **Student Film Award Winner** (2022)- *Walk Alone*

Museum of the Moving Image, First Look **Talent Showcase** (2022) - *Walk Alone*