



PIPELINE – Rutherford Place – 305 2nd Ave, Suite 302 – New York, NY 10003 – 212-372-7506 (office) – WWW.PIPELINE-TALENT.COM

JONATHAN YI
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DIRECTOR OF PHOTOGRAPHY

COMMERCIALS/PROMOTIONALS

Ad Council “Please Understand”	Dir. Santa Maria	Hornet NYC
Nike “World Cup” (2nd Unit)	Dir. Alejandro Gonzalez Innaritu	Lucky NYC
Bank of America “Wallet”	Dir. Jonathan Yi	BBDO
Sun Crystals “What’s Inside”	Dir. Jonathan Yi	BBDO
Visine “Eyes”	Dir. Jonathan Yi	JWT
Kleenex “Touch Versus Feel”	Dir. Jonathan Yi.	JWT
JetBlue “Jet Simulator”	Dir. Brian Carley	JWT
Stride “Extractions”	Dir. Jonathan Yi	JWT
Diageo “Dress For Success”	Dir. Jonathan Yi	JWT
Trident “Little Piece of Happy”	Dir. Jonathan Yi	JWT
Microsoft “Business Solutions” Titles	Dir. Jonathan Yi	JWT
Kotex “U”	Dir. Jonathan Yi	JWT
Schick “Tiger”	Dir. Jonathan Yi	JWT
Smirnoff “Originality Is”	Dir. Jonathan Yi	JWT
Pepcid AC “Show Your Stomach The Love”		JWT
Valvoline “Rattlesnake”	Dir. Jeffrey Max; Zach Johnson	Fatal Farm
McDonald’s “Going Legit”	Dir. Jeffrey Max; Zach Johnson	Fatal Farm
Modell’s “Back To School” product shots		DCODE
FedEx “Shot In The Foot”	Dir. Jeffrey Max; Zach Johnson	Fatal Farm
Nintendo “Ninja”	Dir. Jeffrey Max; Zach Johnson	Fatal Farm
Monster.com “Sushi”	Dir. Jeffrey Max; Zach Johnson	Fatal Farm

**Winner of AICP Show: Best Spec Commercial 2006*

DirectTV “NFL Sunday Ticket”	Dir. Jeffrey Max; Zach Johnson	Fatal Farm
FedEx “Steal Thunder”	Dir. Jeffrey Max; Zach Johnson	Fatal Farm
3 Farms “Festival 2004”	Dir. Jonathan Yi	

FILM

Bruno <i>* Winner of Best Cinematography at First Run Film Festival</i>	Dir. Sam Goetz	NYU UGFTV
Shift	Dir. Jonathan Yi	Hellacine Productions
Bomb Shelter	Dir. Jeffrey Max	NYU UGFTV
Neon River	Dir. Joel Edelstein	NYU UGFTV
Birdhouses	Dir. Sam Goetz	NYU UGFTV
Hat Match	Dir. Sam Goetz	NYU UGFTV
Represent Bushwick	Dir. Sam Goetz	NYU UGFTV

BRANDING VIDEOS

Lucky “Letters”	Dir. Ryan O’Hara Theisen; Jon Rosen	Lucky NYC
JWTwo “Popup Book”	Dir. Jonathan Yi	JWT
JWTwo+SO5 “ExCo”	Dir. Jonathan Yi	JWT

DOCUMENTARY/REALITY/TELEVISION/CONCERT

HBO “East of Main Street”	Dir. Jonathan Yi	HBO
A&E Biography: “Nicholas Cage”		Park Slope Prod.
Parliament of One (additional photography)	Dir. Lisa Russell	Governess Films
IFC Porsche Documentary (pickups)	Dir. Labour	Greencard Pictures
“The Creatives” sizzle reel	Dir. Pete McPartland Jr.	Undeatable Productions
“Best Jobs” sizzle reel	Dir. Tristan Kneschke	TKexit
Japan Day 2009 promo documentary		Gorgeous Entertainment
“Love , Life and Sex in Harlem”	Dir. Al Thompson	GlassEye Pix
The Ergs! “It’s Never Gonna Be The Same Again”	Dir. Jonathan Yi	No Idea Records
American Steel “Live At The Bottom of the Hill”	Dir. Jonathan Yi	Fat Wreck Chords
Daniel Johnston “Live At Mad River”	Dir. Ugly Pictures	Curious Pictures/Mad River
My Fair Wedding “Season 2”	Dir. Norma Frasier	Pilgrim Films

MUSIC VIDEOS

Zap Mama (feat. G-Love) "Drifting"	Dir. Jonathan Yi & Mandy Ward	CNR Entertainment
Twisted Sister "30"	Dir. Ben Kim	Rhino Records
Poison "What I Like About You"	Dir. Ugly Pictures	EMI
Peelander-Z "So Many Mike"	Dir. Jonathan Yi	Eat Rice Records
Metermaids "Turn The Lights Out"	Dir. Jonathan Yi	27 Sound
Mates of State "Goods"	Dir. Jonathan Yi	Polyvinyl Records
Volumen Cero "El Mar"		Tiger One Records
The New Rivals "Mudslinging"	Dir. Ugly Pictures	SoBe Entertainment
Mike Park "On That Stage"	Dir. Jonathan Yi	SubCity Records
The Locust "Moth-Eaten Deer Head"	Dir. Jonathan Yi	GSL Records

EQUIPMENT OWNED

Sony CineAlta EX3 Camera Package with tripod and cards