



YZHENSIANG PHOTOGRAPHY

ENGINEERING PREMIUM VISUAL IDENTITIES

YZHENSIANG PHOTOGRAPHY 201803129734 (PG0445296-X)



WHO WE ARE



Engineering the Visual Standard.

Yang Zhen Siang is a professional commercial photographer known for his meticulous and evocative style, blending lifestyle and environmental elements to craft compelling visual narratives. Specialising in on-location shoots, he captures the essence of hospitality, architecture, food, beverage, products, and people with a focus on storytelling and emotional connection.

With a background in finance and a keen eye for branding and creative direction, Yang brings a unique combination of business acumen and artistic expertise to every project. Since transitioning from a corporate career in 2019, he has had the privilege to work with international clients Minor Group (Anantara), Marriott, Ascott Group, Banyan Group, Kohler Co, Micron, Airbnb and even earned recognition for his award-winning work, including exhibitions in China.

Based in George Town, Penang, Yang is passionate about preserving his hometown's heritage through photography. Currently, he is also a senior staff writer contributing on gear reviews, philosophical thoughts, dissecting complex technical approach, techniques and latest news about photography for the globally renowned Fstoppers community.



Our Philosophy

“Precision on Set, Not in Software”

The Narrative

True commercial aesthetics are engineered physically, not generated artificially. We believe software should be used for final refinement, not to rescue a poorly captured image. Therefore, our execution is built on meticulous on-site intention before the shutter is ever pressed.

Our Execution Pillars:

- **Physical Staging:** We actively arrange spatial layouts and direct the narrative flow within the room.
- **Light Control:** We craft and work with ambient conditions to ensure your true brand standards are captured in-camera.
- **Authentic Foundations:** By solving visual challenges physically, we deliver richer, authentic assets that require only refined retouching to achieve perfection.



Our Methodology

Spatial Intelligence: The Art of Framing

We do not simply document a room; we engineer the layout to dictate the viewer's focus. Spatial flow must be physically manipulated to make visual sense—from ensuring a dining area perfectly aligns with a living room's flow, to physically restaging corporate ballrooms so seating configurations perfectly face the camera.



Our Methodology



Engineered Atmosphere

Advanced Lighting Control: We craft ambient light and introduce precise, directional strobe setups to carve out textures and create depth, resulting in a cohesive atmosphere regardless of the physical location.

Surgical Post-Production: Because our files are captured cleanly on-set, our post-production avoids degrading software sharpening. We focus purely on surgical colour grading to deliver a bold, clean, modern, timeless and high-end commercial aesthetic.



Portfolio Part I

“Mastering Scale”

Engineering massive footprints and managing immense lighting logistics across complex operational environments.



Portfolio Part II

“Mastering Atmosphere”

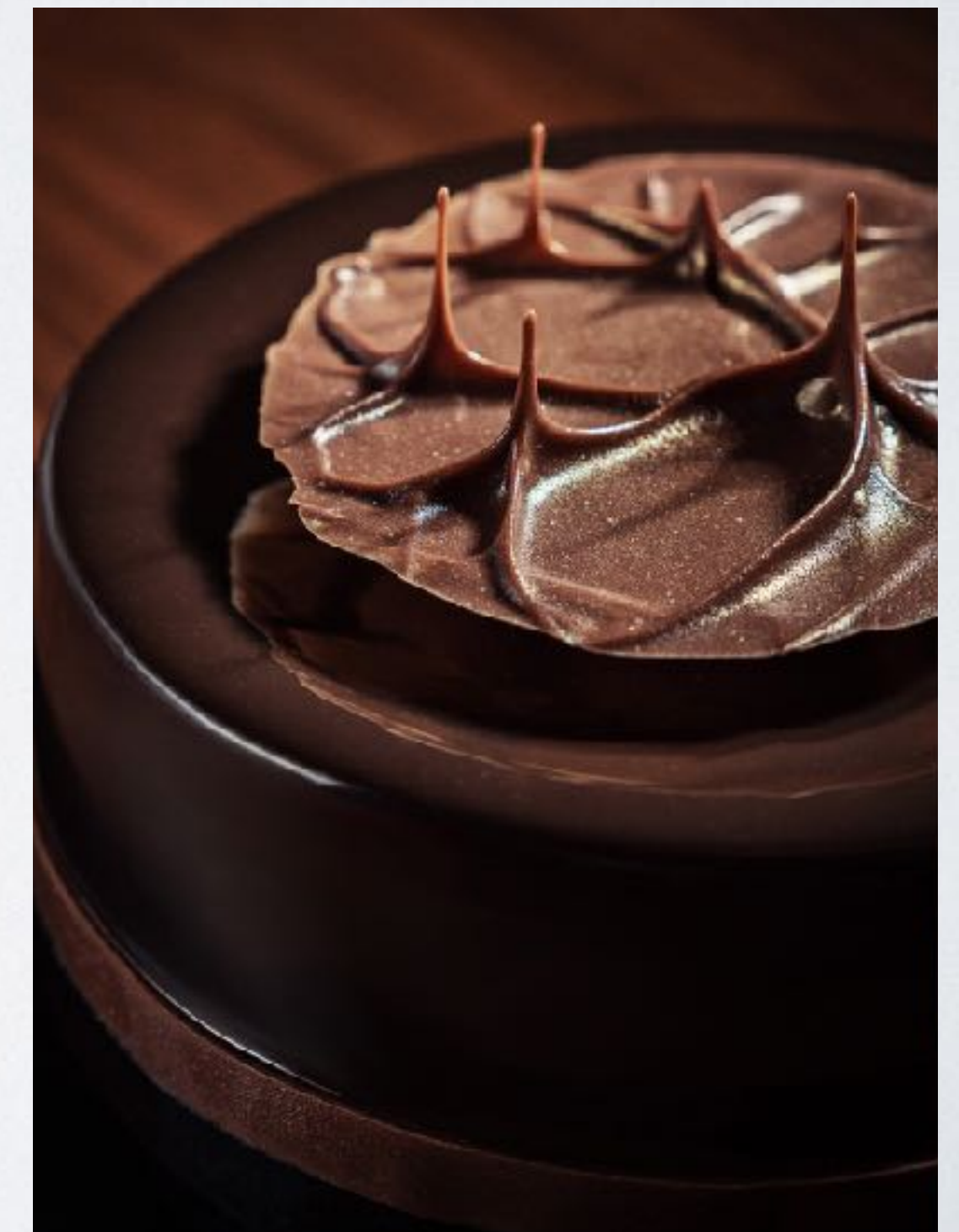
Environmental staging and spatial intelligence that makes a physical space feel instantly inviting, structurally sound, and aspirational.



Portfolio Part III

“Mastering Detail”

Managing every micro-variable on set. From precise directional lighting and reflection control to seamless subject-to-background relationships, we engineer a highly polished, flawless image entirely in-camera.



The Execution Experience

Trusted by brands for reliable operations and seamless on-set collaboration.

Trusted. Adaptable. Precise.

“Working with Yzhensiang and team was a great experience. They displayed true professionalism on set, which matched the quality of the outcome. Everything was on time, on point, and adaptable when required. They’re also a team I’d trust to take an idea and execute it with thought, care, and a real understanding of their craft.”

Rayyan Chong

Marketing Communication Manager, MÙ Hotel, Ipoh

Autonomous Brand Elevation

“Yang is a phenomenal product photographer! He shot our large-format professional loudspeakers to perfectly match and improve upon our existing white background hero photo styling. He also recreated an existing multi-coloured lighting aesthetic, and expanded the visual impact via sophisticated and unexpected colour combinations. The photos are beautiful and the products totally pop. Reasonably priced and very organised, he needed virtually no management to handle all of our product photo needs for a number of years while we worked remotely. I’m really grateful I found him online! He is a true pro.”

Lian

CEO and Managing Partner, BASSBOSS®

Trusted Photography Partner

Zhen Siang has been Kohler's trusted photography partner on multiple hotel projects in Malaysia. He understands how to showcase hospitality spaces in a way that highlights both the design intent and guest experience. His attention to detail, professionalism, and collaborative approach make every shoot smooth and successful.

Jane

Trade and Global Marketing, Kohler Co.

Flawless Independent Execution

“We're overall happy and satisfied with the outcome of the shoot. We know our requirements were very strict and guidelines very thorough. You were also able to adhere to our requests and coordinate the shoots even without our staff supervising onsite.”

Matin

Public Policy Southeast Asia and India, Airbnb Singapore Pte. Ltd.

Professional & Accommodating

“Yang is highly professional and is one of the easiest photographer to work with.”

Jeanize Low

Director of Marketing & Communications, Angsana Teluk Bahang, Banyan Group

Strategic. Independent. Resourceful.

“Working with Zhen Siang was a great experience from start to finish. He was professional, responsive and easy to work with throughout the entire process. Although our team was based in Singapore and the photoshoot took place in Malaysia, he was able to quickly understand the brief and what we were looking for through text and calls. We appreciate that he could work independently with minimal direction, while also bringing his own experience and perspective, adding value beyond the brief.

Zhen Siang was resourceful, worked efficiently and was able to think on his feet when needed. He communicated well, was always open and receptive to feedback, and was respectful and considerate in his interactions, especially while photographing a live hotel.

The turnaround was quick, and the final photographs were delivered to a high standard. It was a pleasure working with Zhen Siang, and I would not hesitate to recommend him. I look forward to working together again in future.”

Tunli

Designer, previously at FDAT

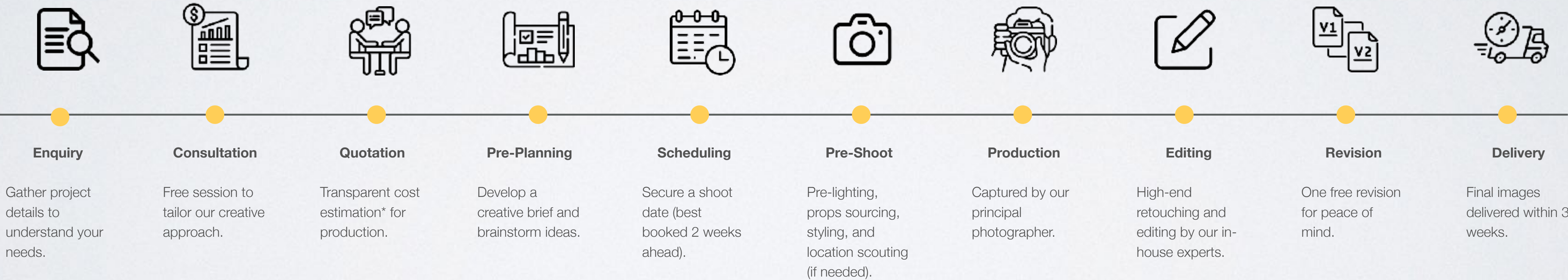


The Production Roadmap

More than just images — We deliver strategy, consistency, and impact.

What Sets Our Services Apart?

- **Exclusive Consultation & Tailored Strategy** – We take the time to understand your brand and goals before the first shot is taken.
- **Seamless End-to-End Process** – From pre-shoot planning to expert post-production, we handle everything.
- **Premium Deliverables & Licensing** – High-resolution, fully graded visuals optimised for print, web, and social media, with tailored usage rights.
- **Specialised Industry Expertise** – Focused on hospitality and industrial photography, ensuring storytelling that enhances brand identity.
- **Brand Consistency for Multi-Location Businesses** – Perfect for hotel chains, resorts, and multi-property brands needing a unified visual identity.



**Custom solutions available—whether it's a one-time project or an ongoing retainer partnership, we adapt to your brand's evolving needs.*

Let's Build Your Visual Legacy

Start a Conversation – Email us at yzhensiang@gmail.com or WhatsApp +6016-4548740.

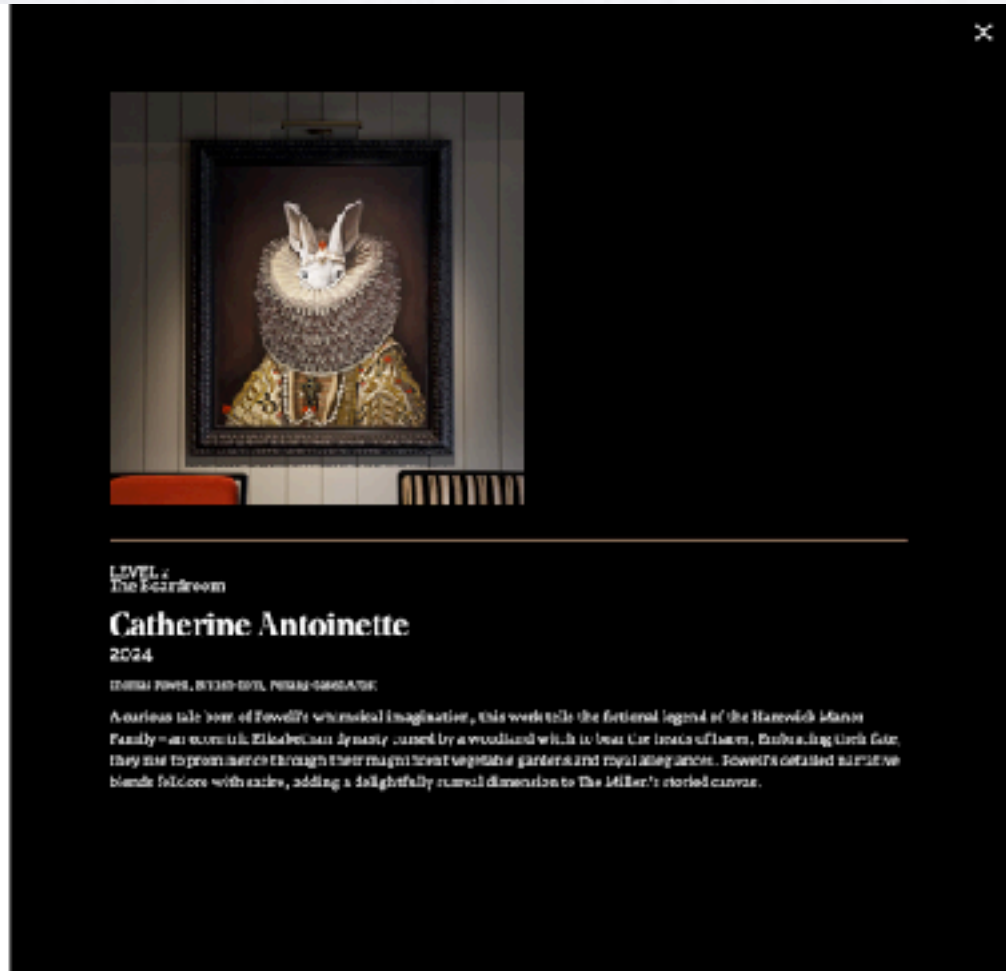
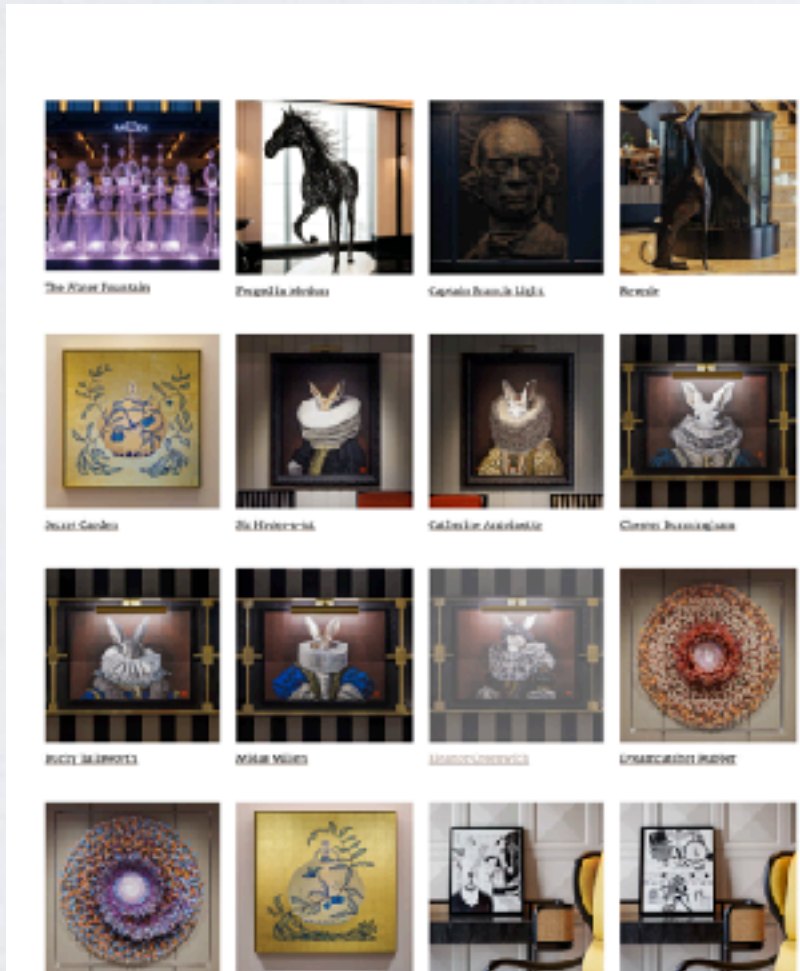
Explore Our Work – View our portfolio & case studies at www.yzhensiang.com

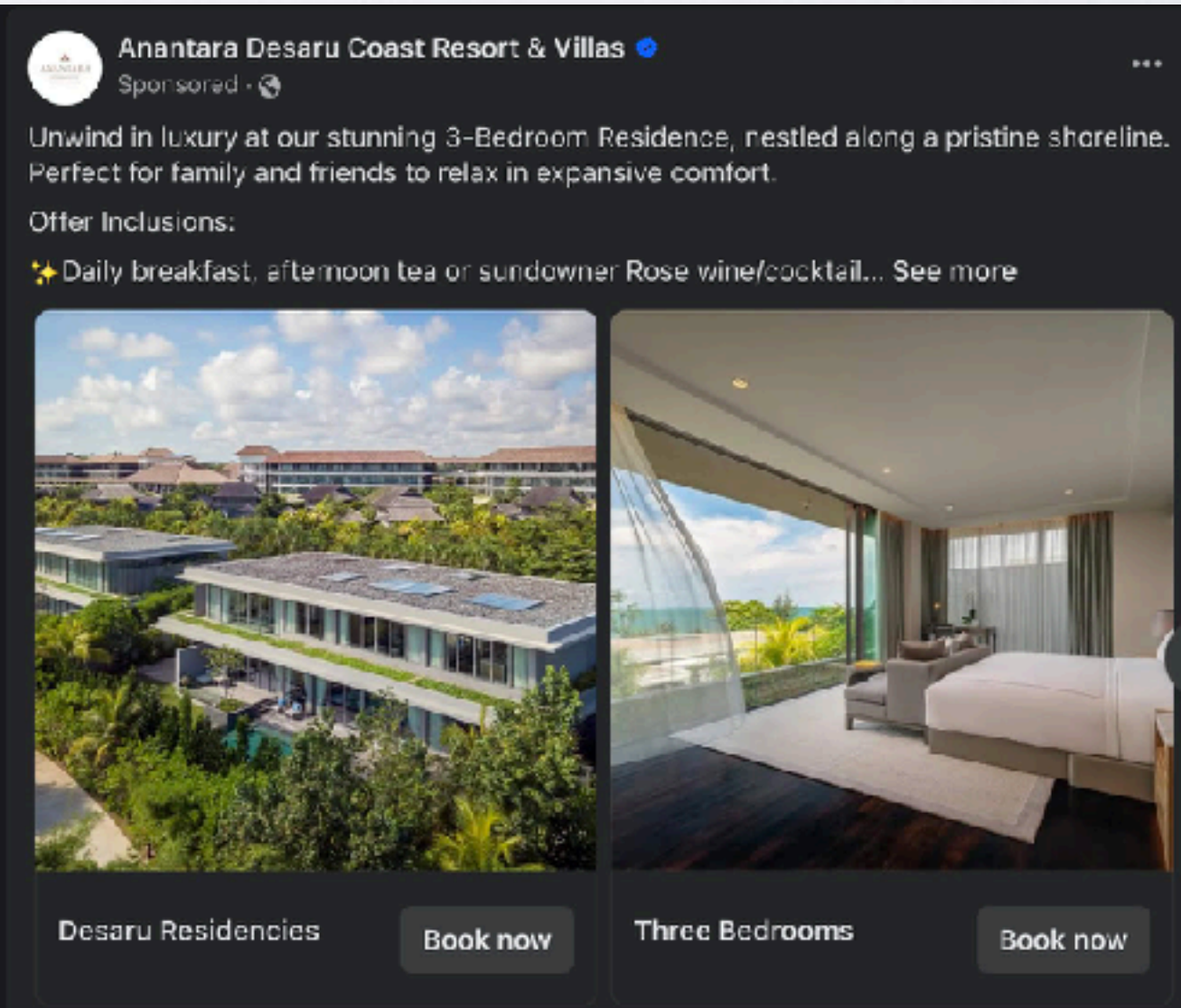
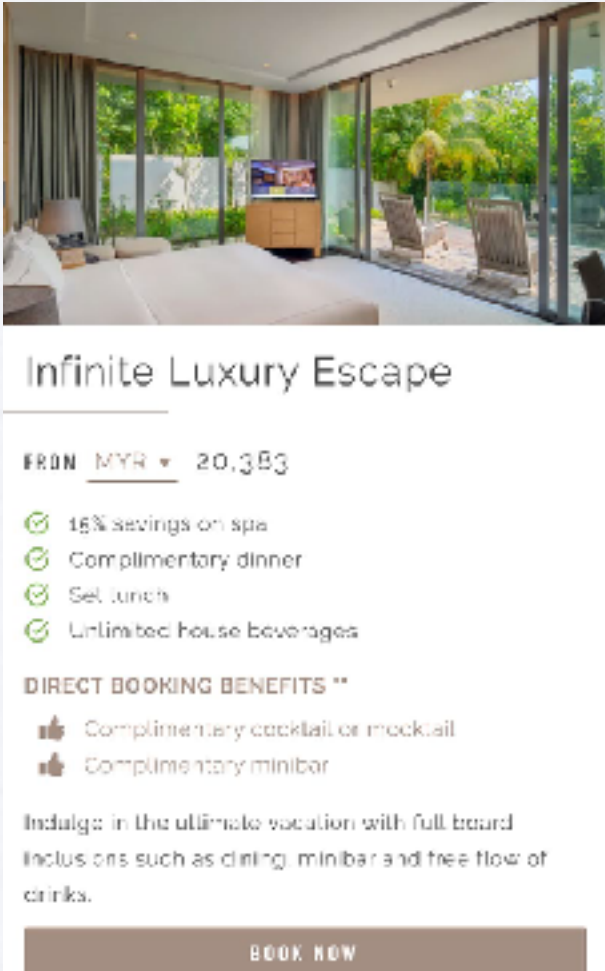
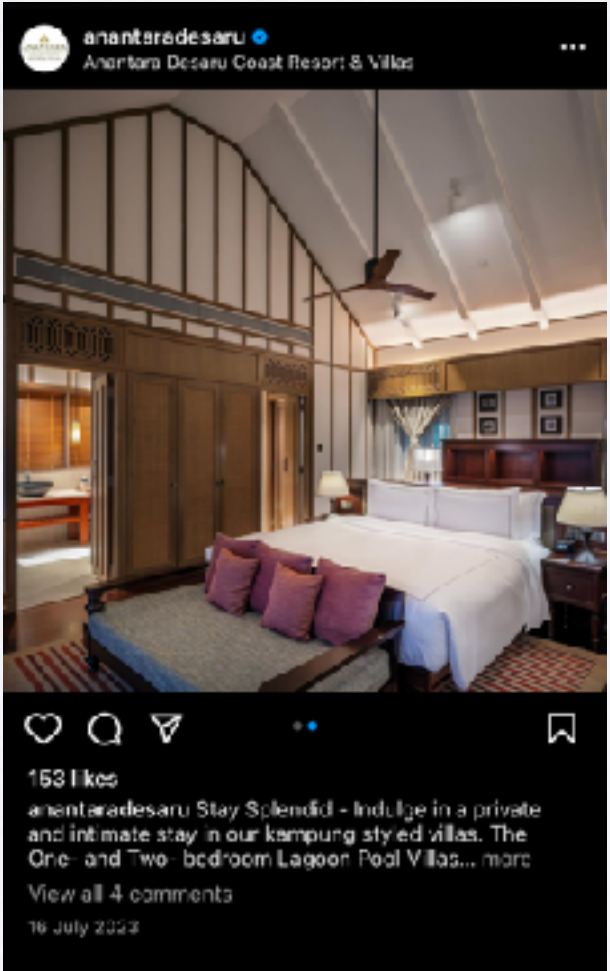
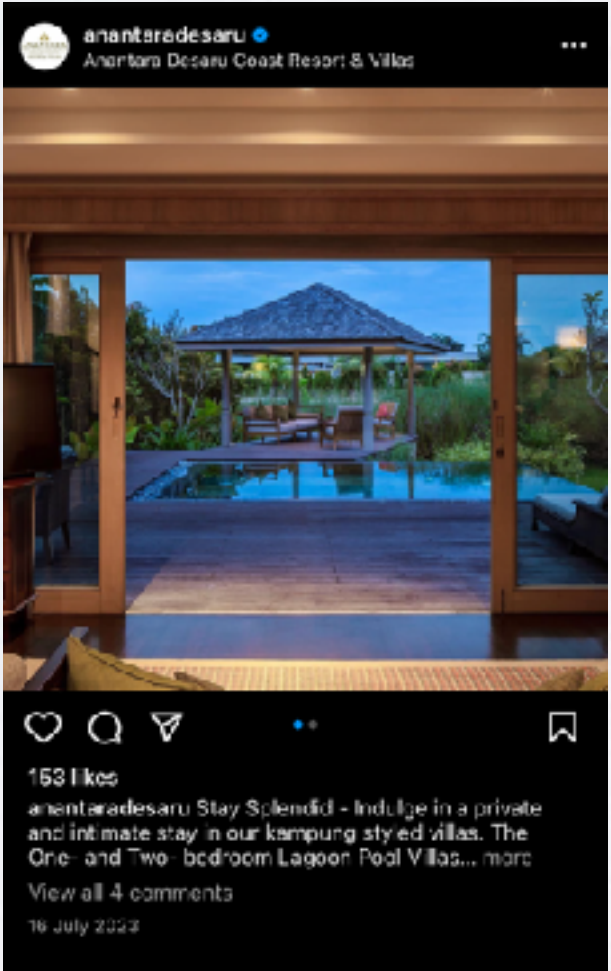
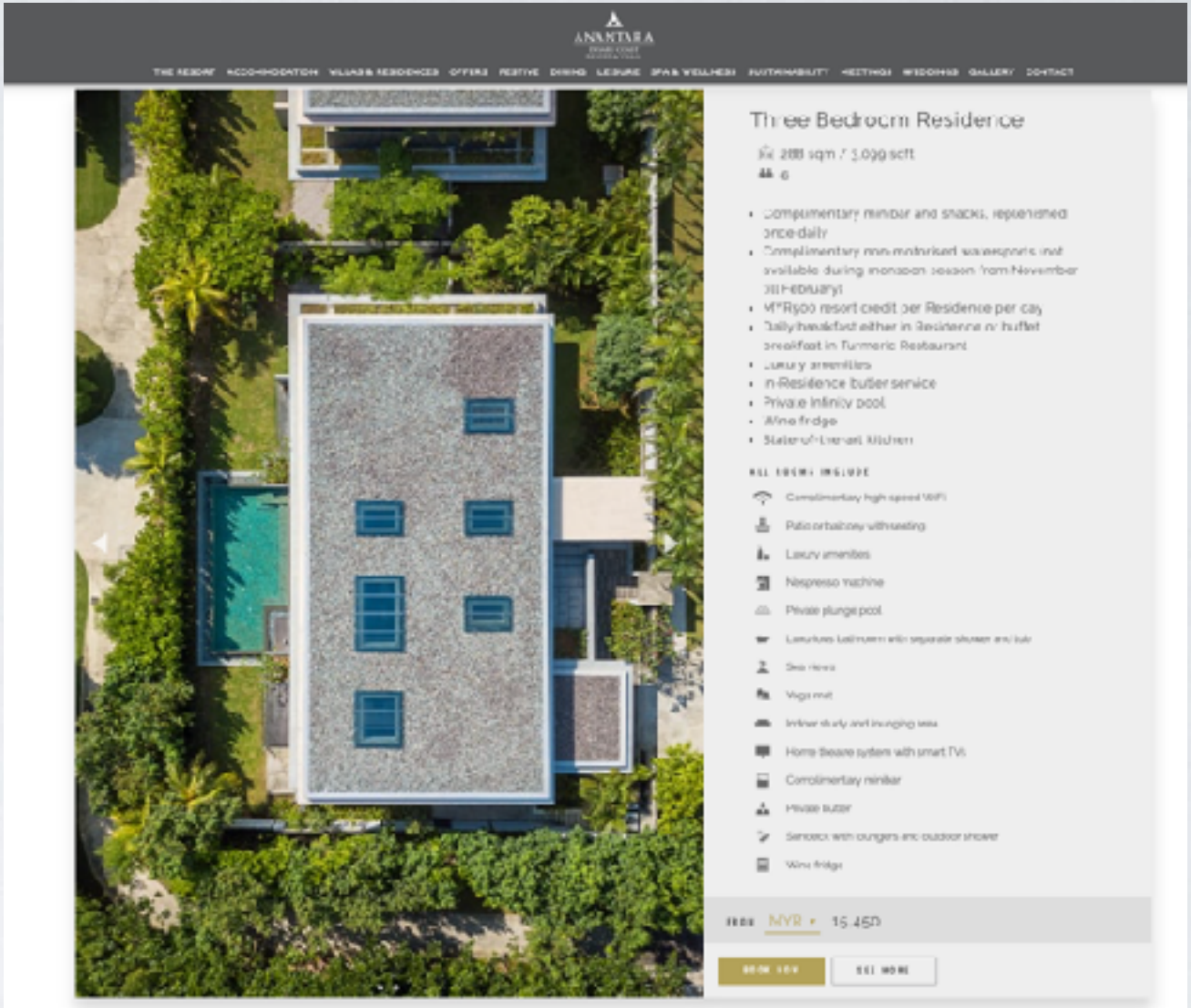
Discover how we bring brands to life — View our portfolio: [Hospitality](#) / [Industrial](#)

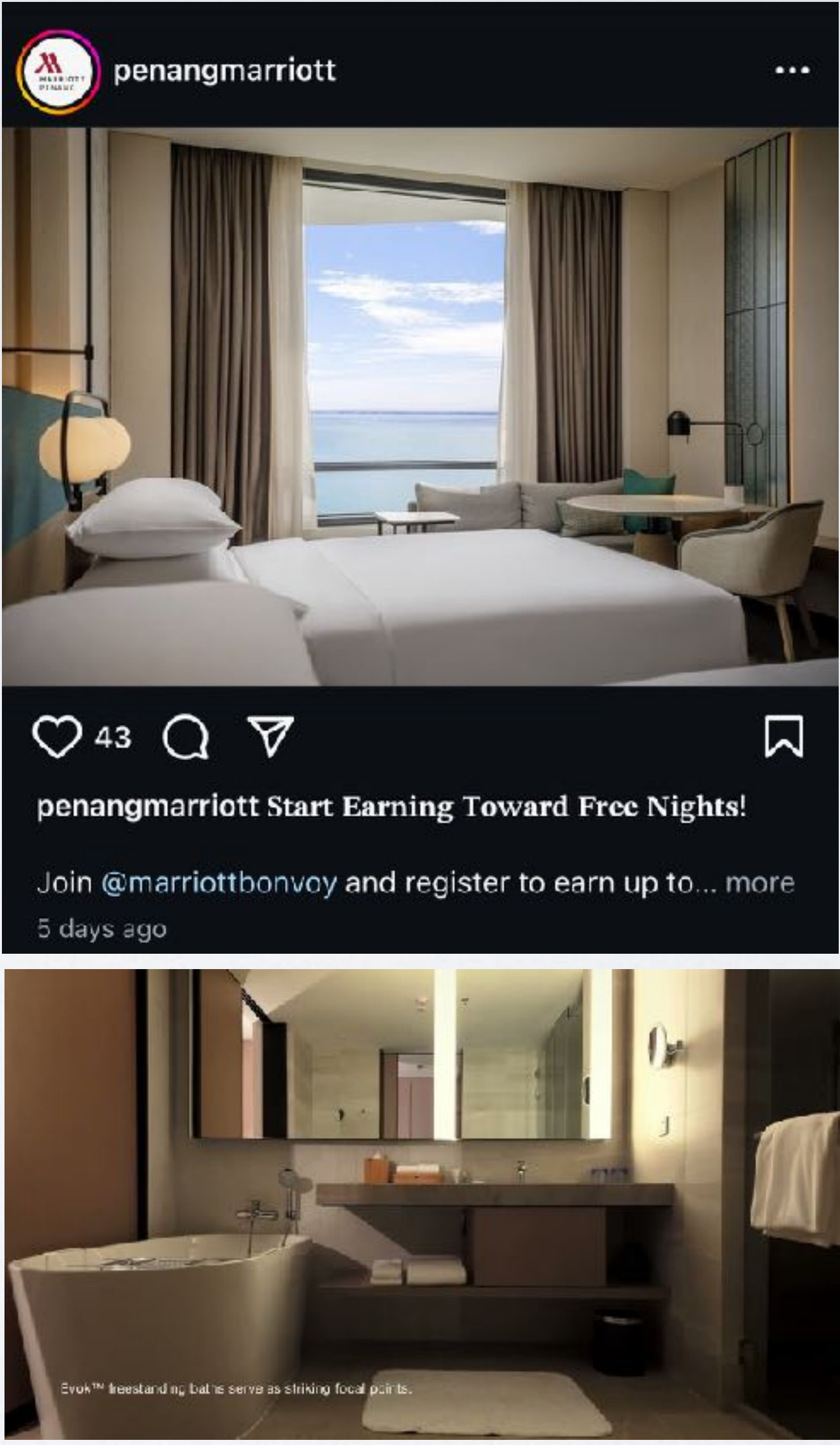
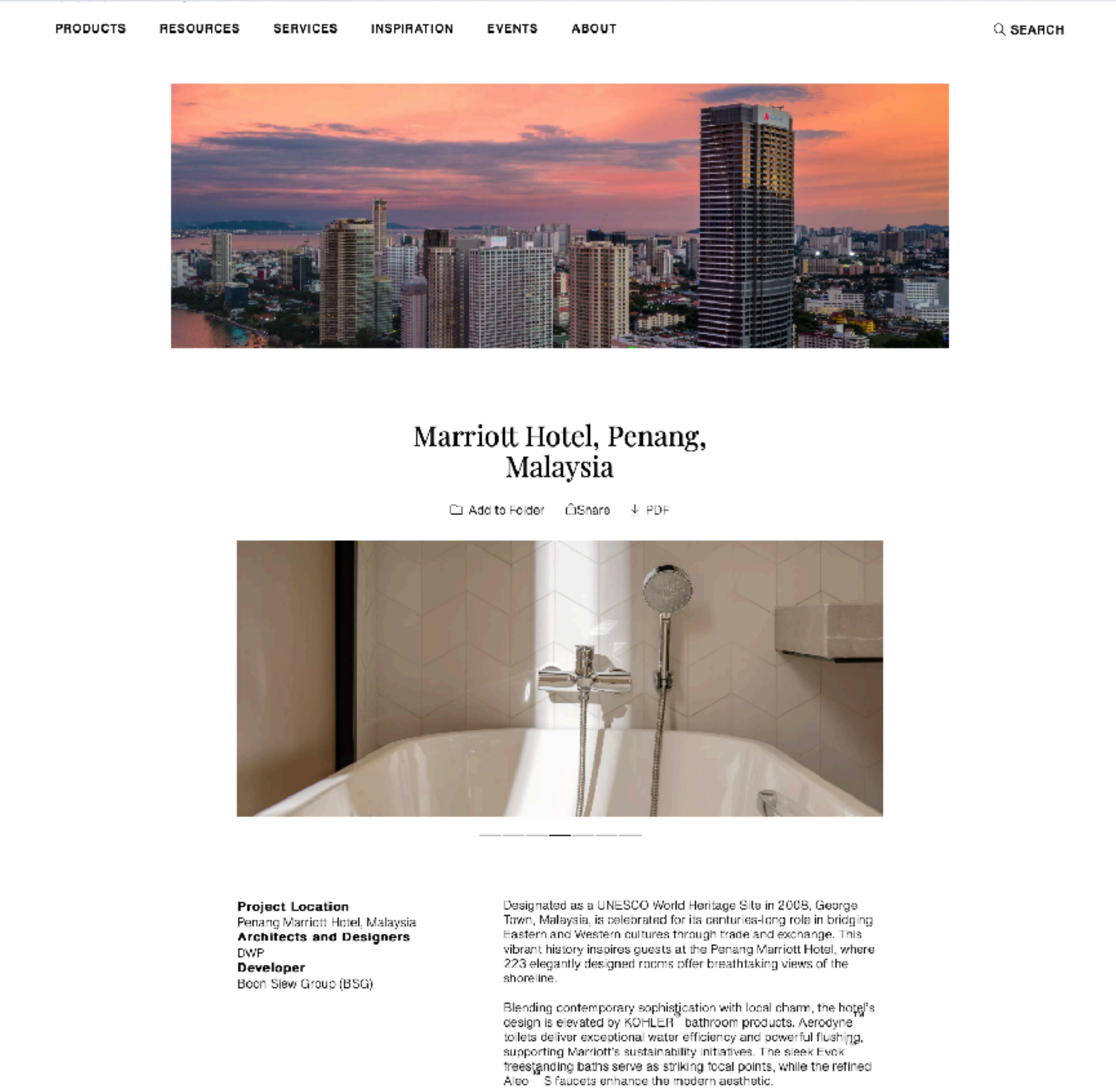


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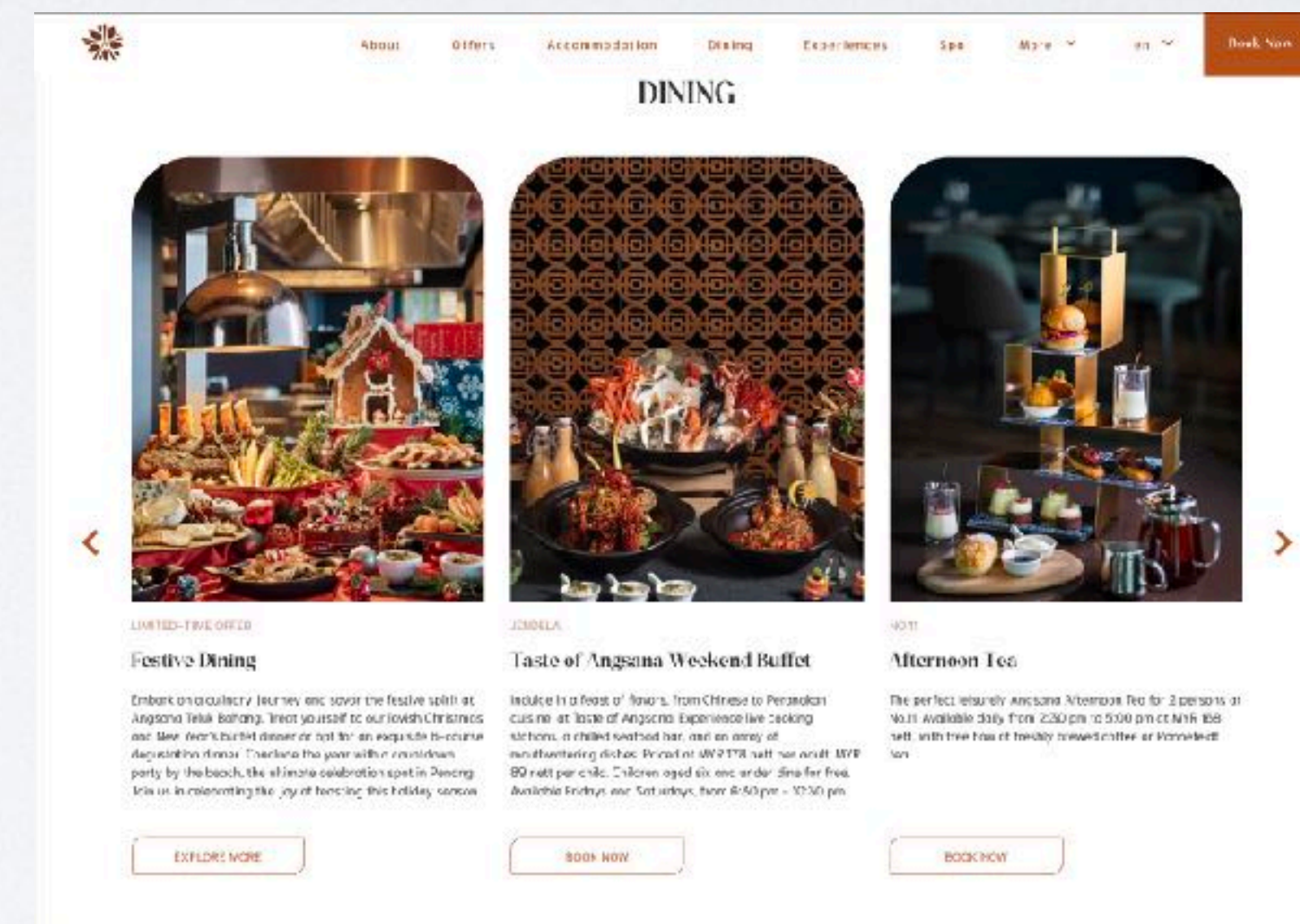
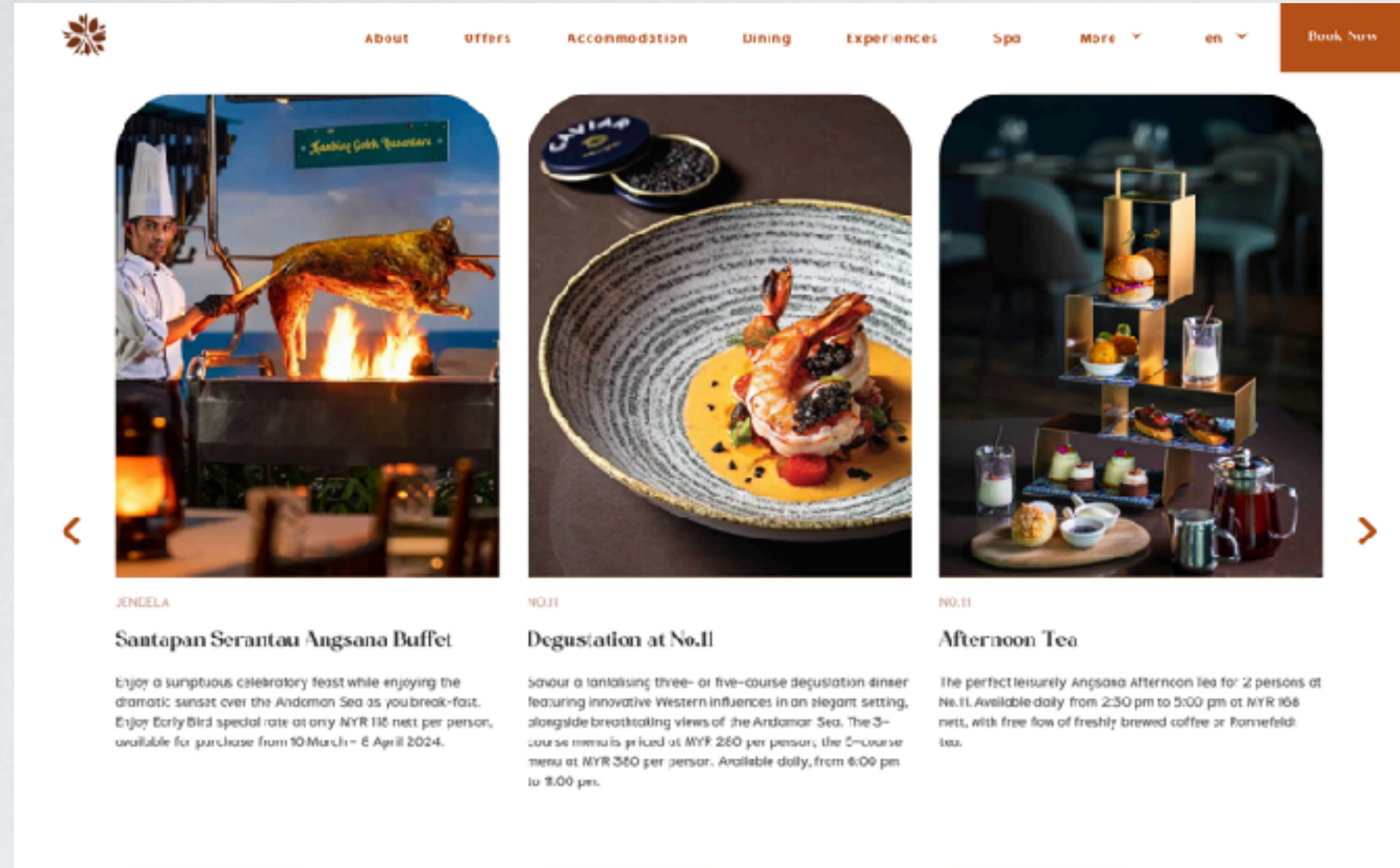






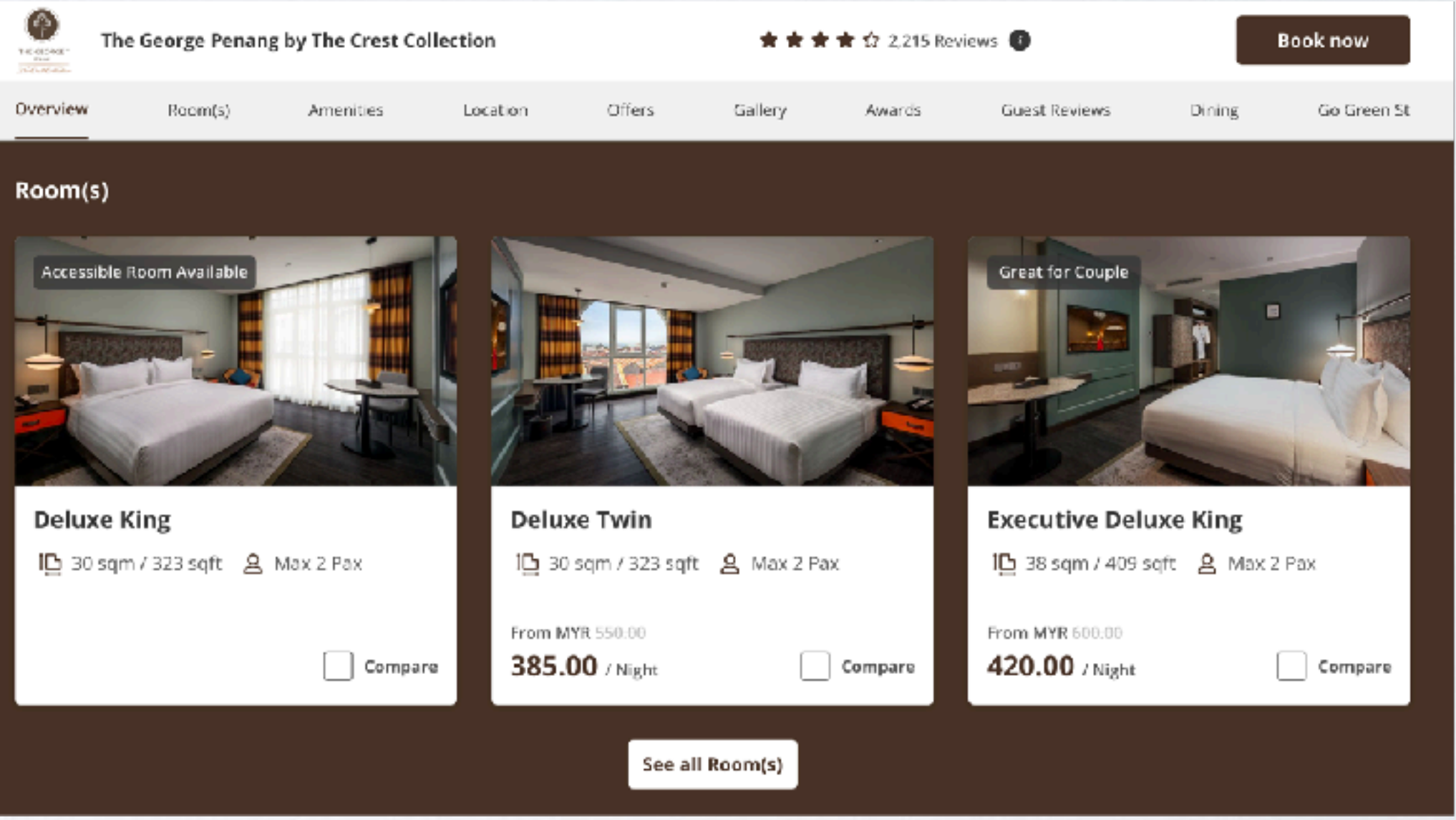
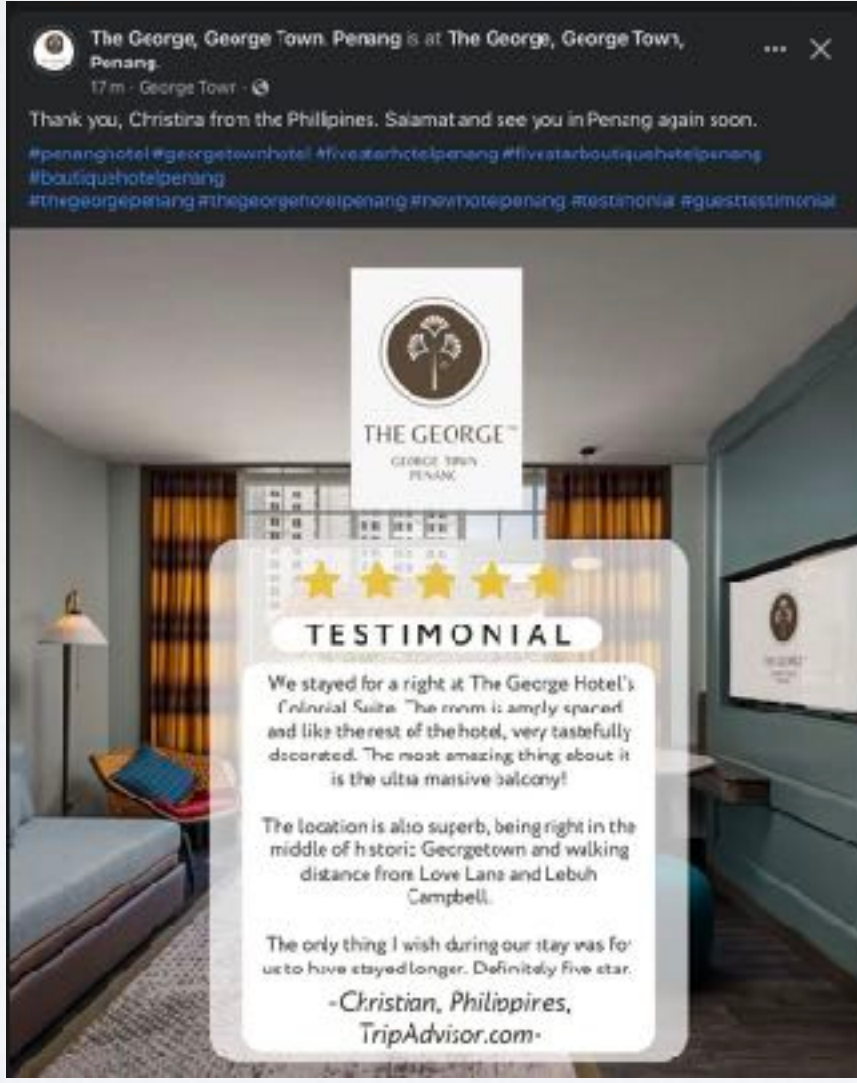
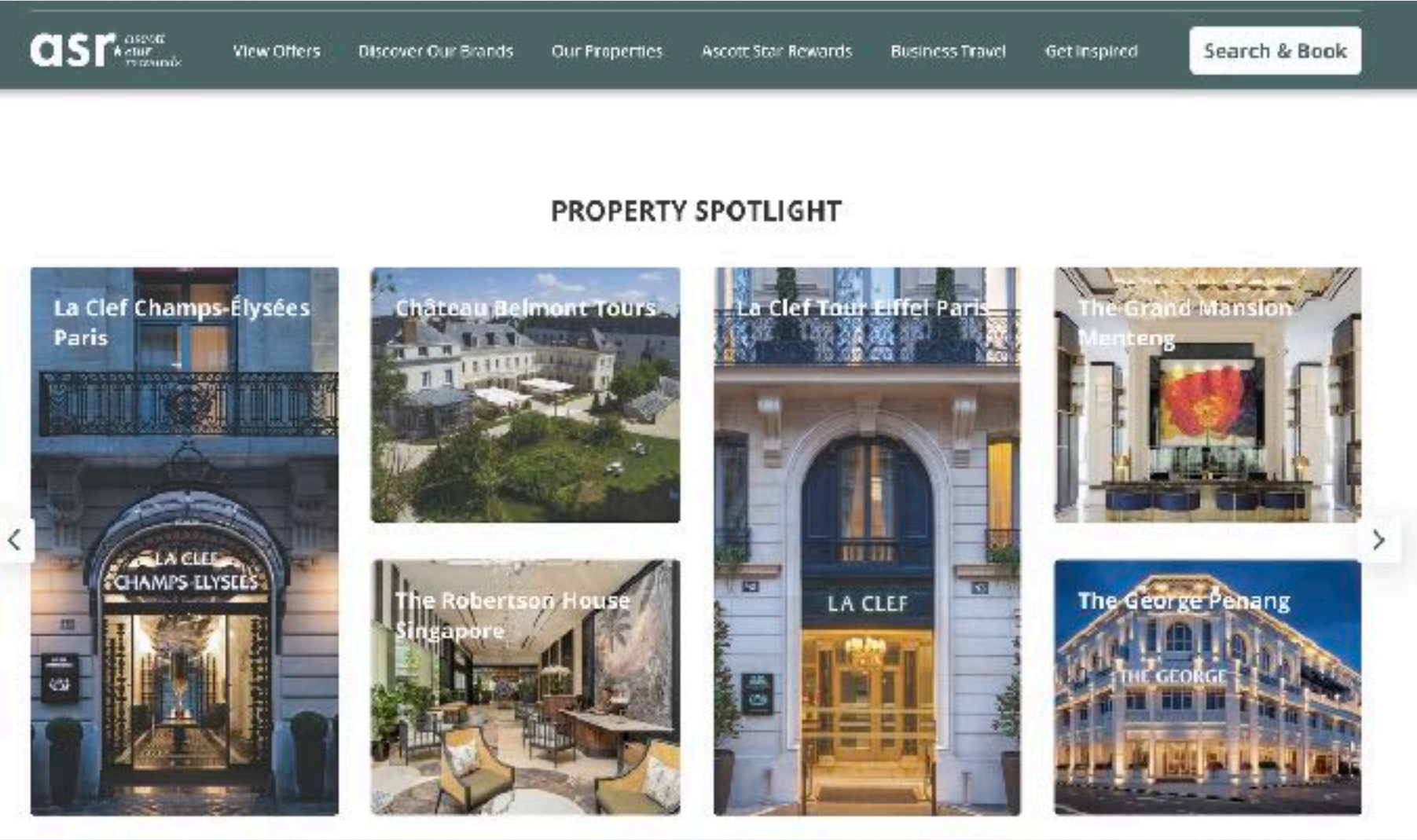
KOHLER SINGAPORE & PENANG MARRIOTT HOTEL

YZHENSIANG PUBLICATION



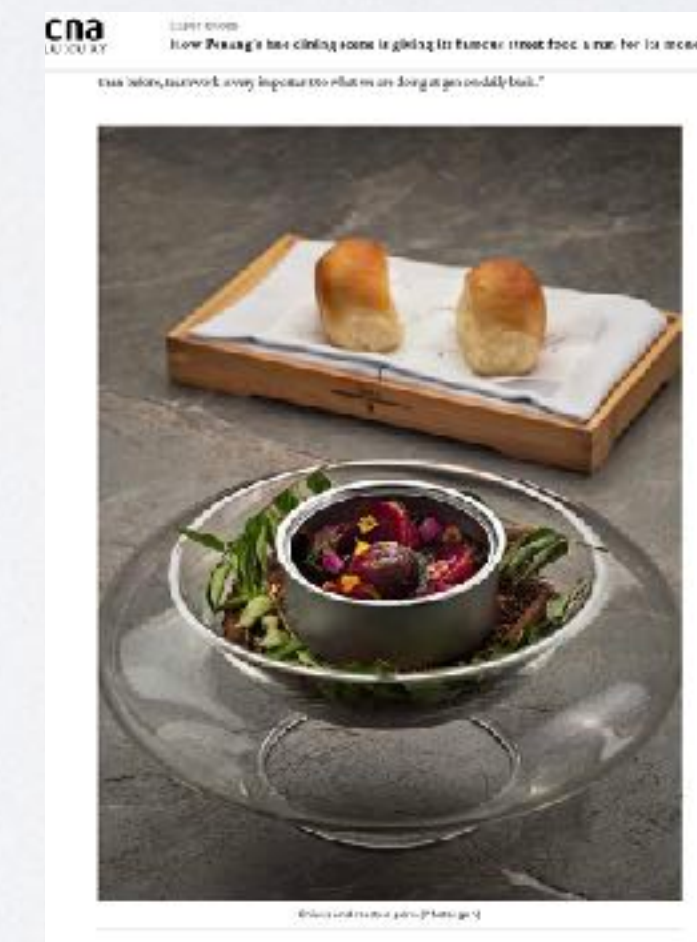
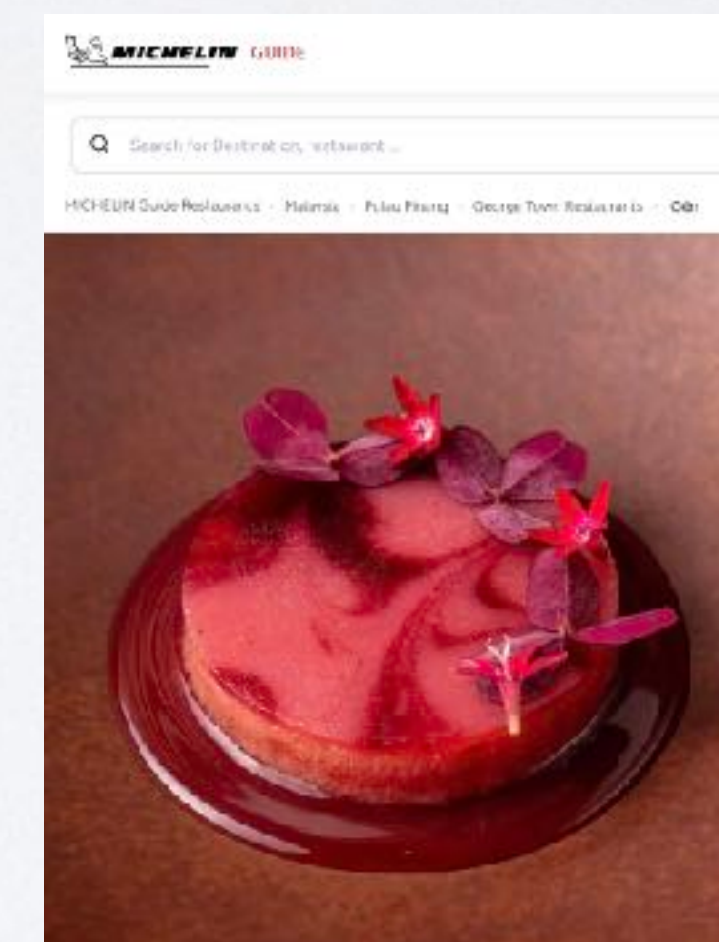
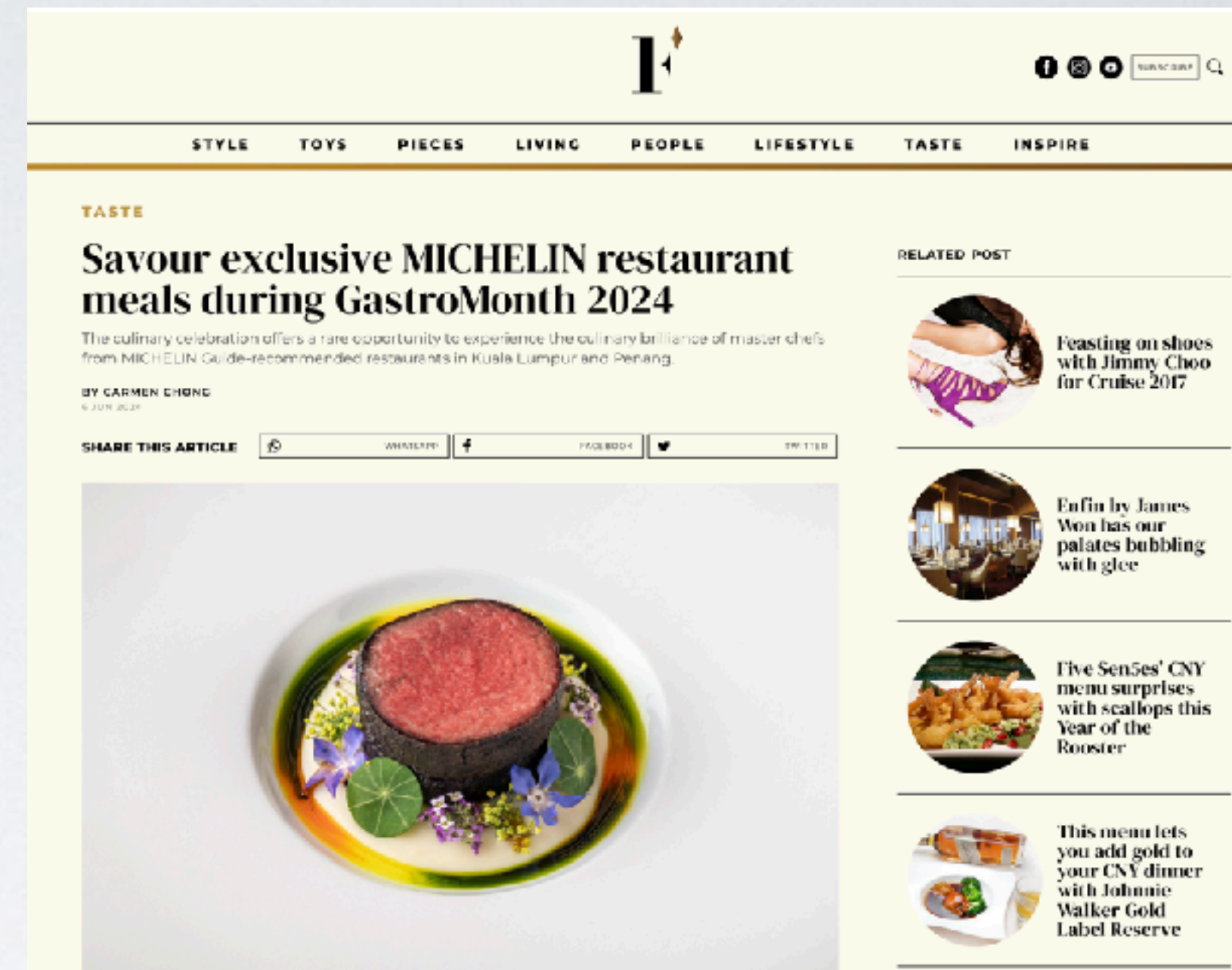
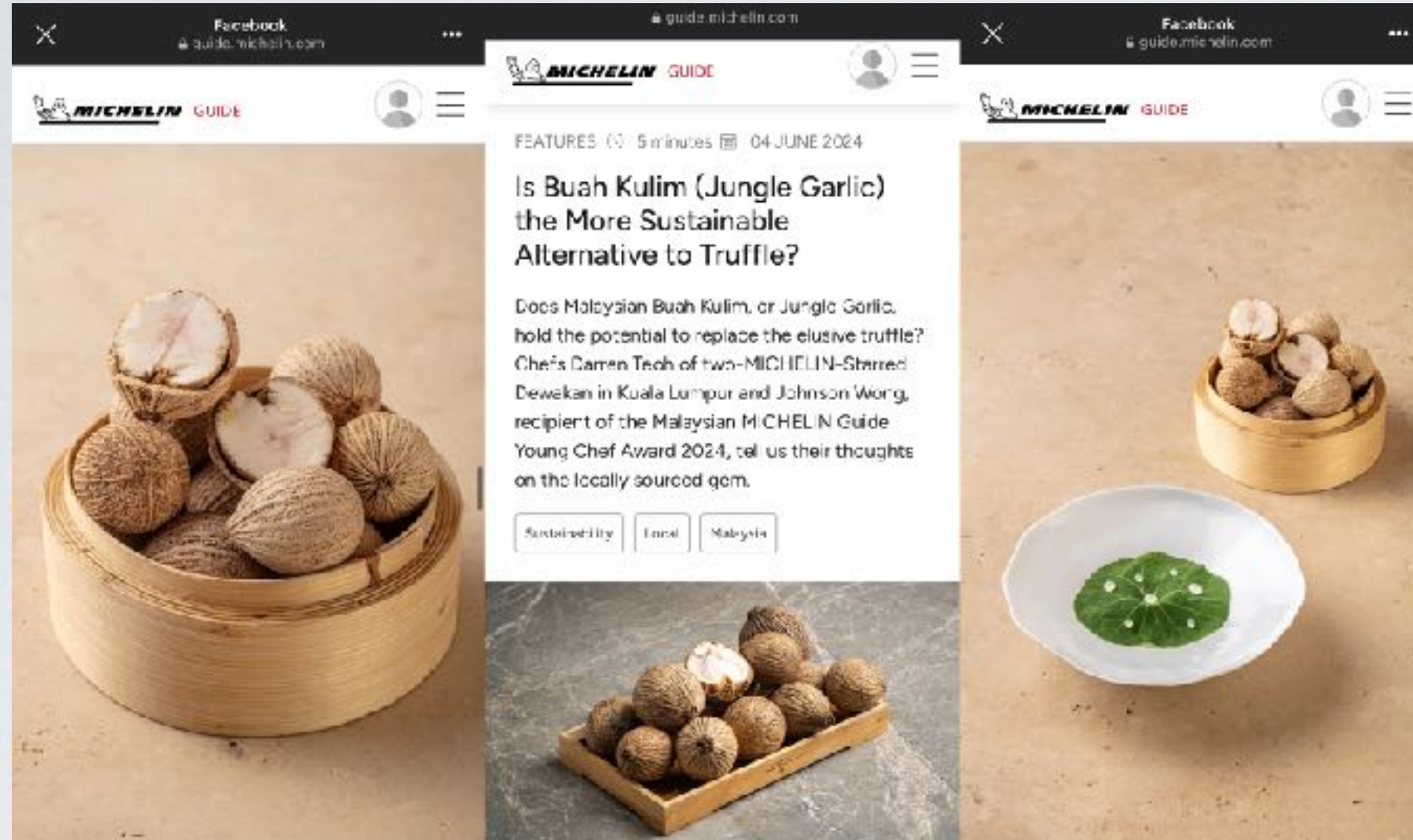
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THE GEORGE PENANG BY THE CREST COLLECTION

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GEN PENANG, MICHELIN GUIDE, FIRST CLASSE, CNA LUXURY

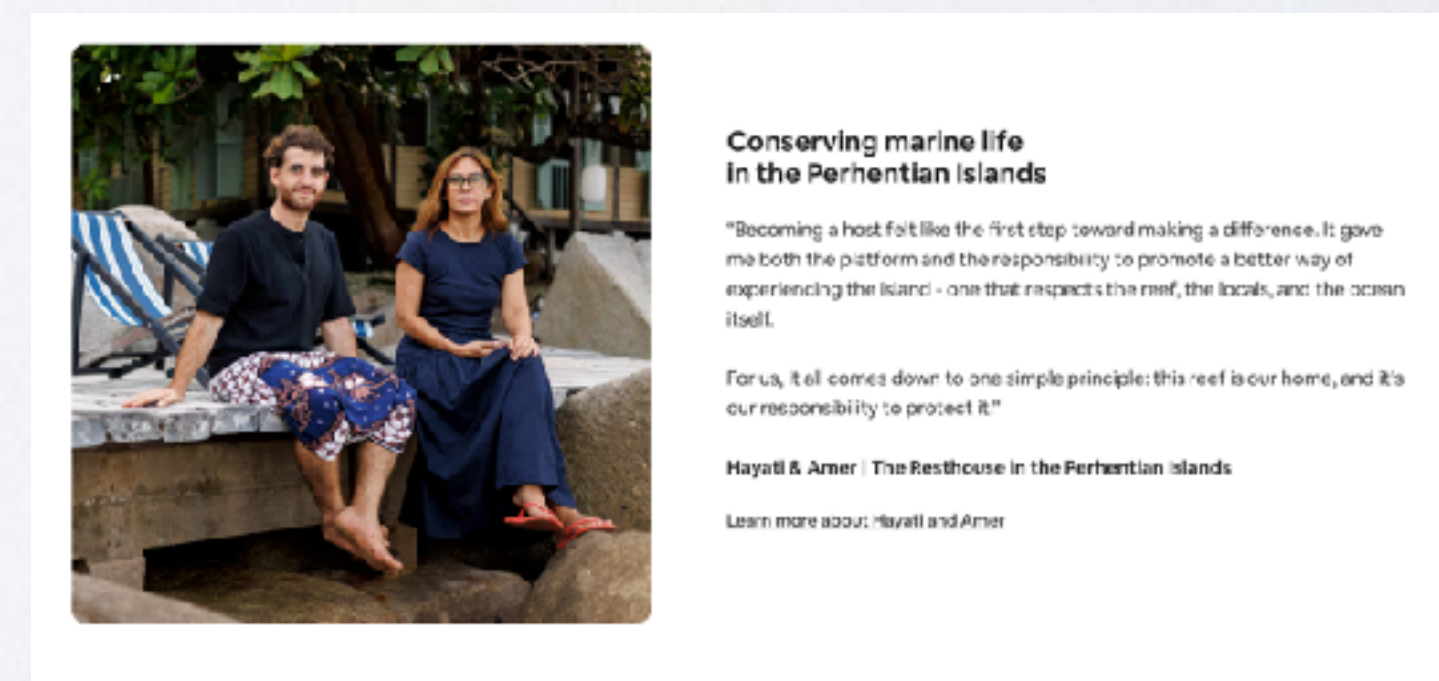
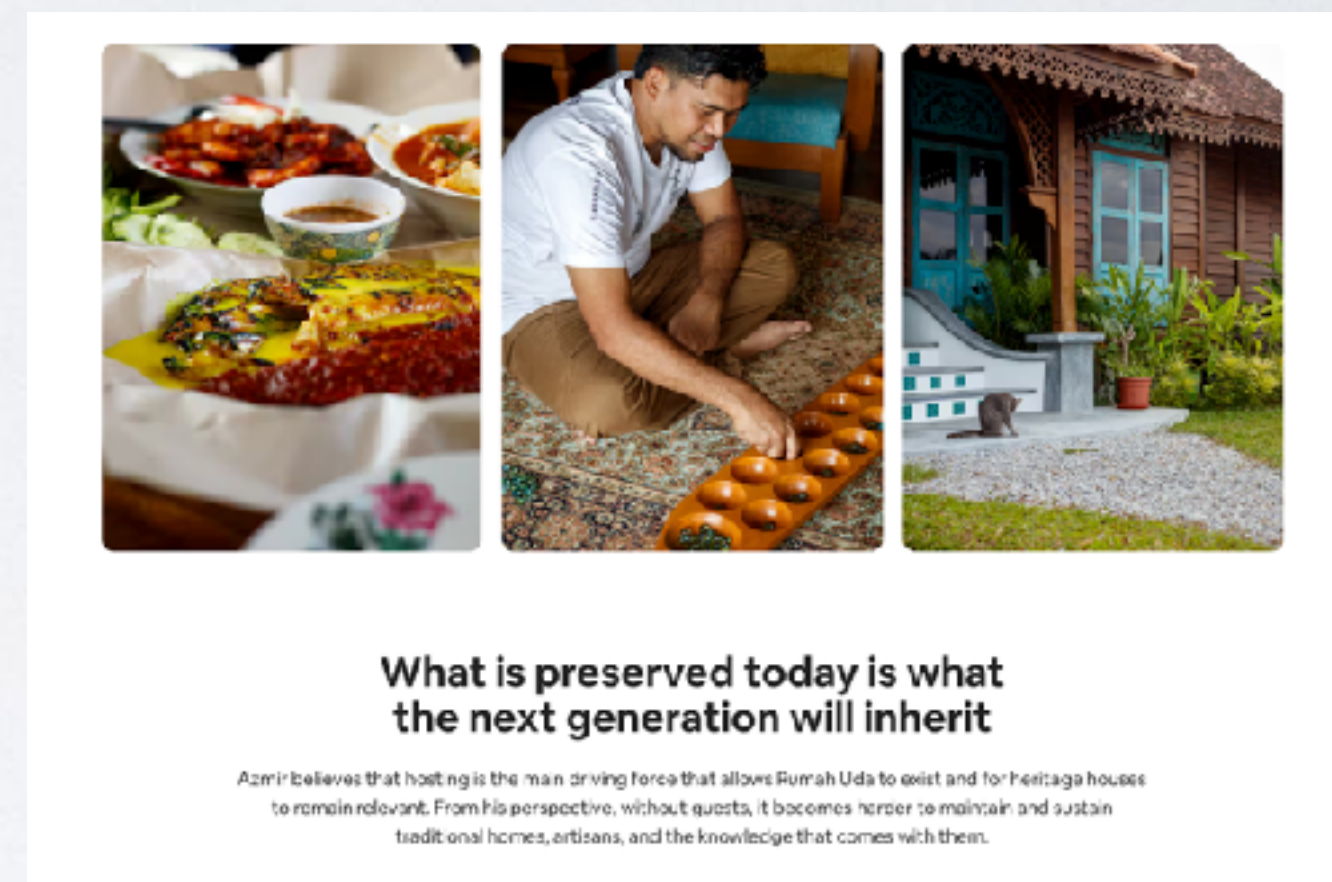
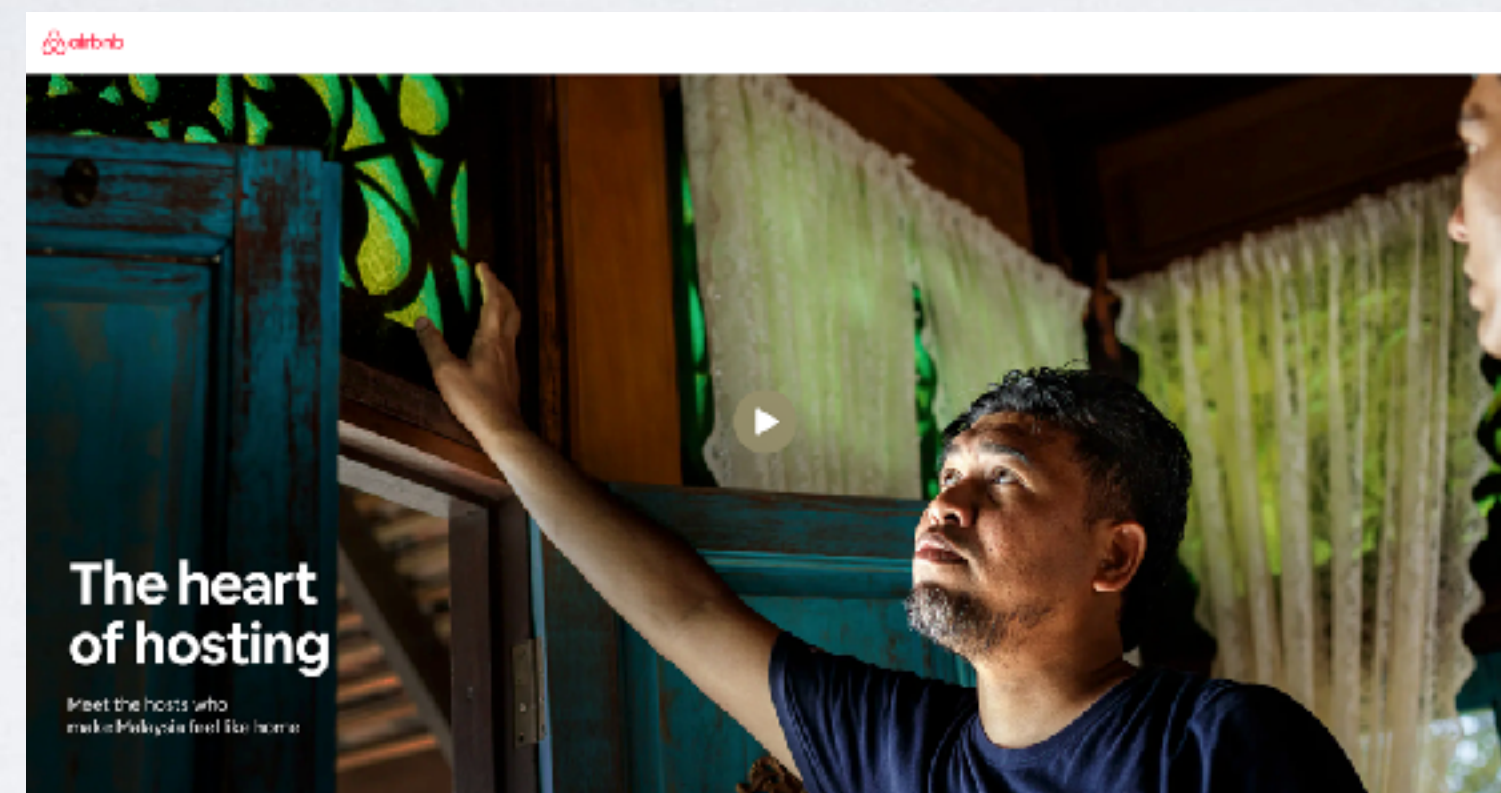
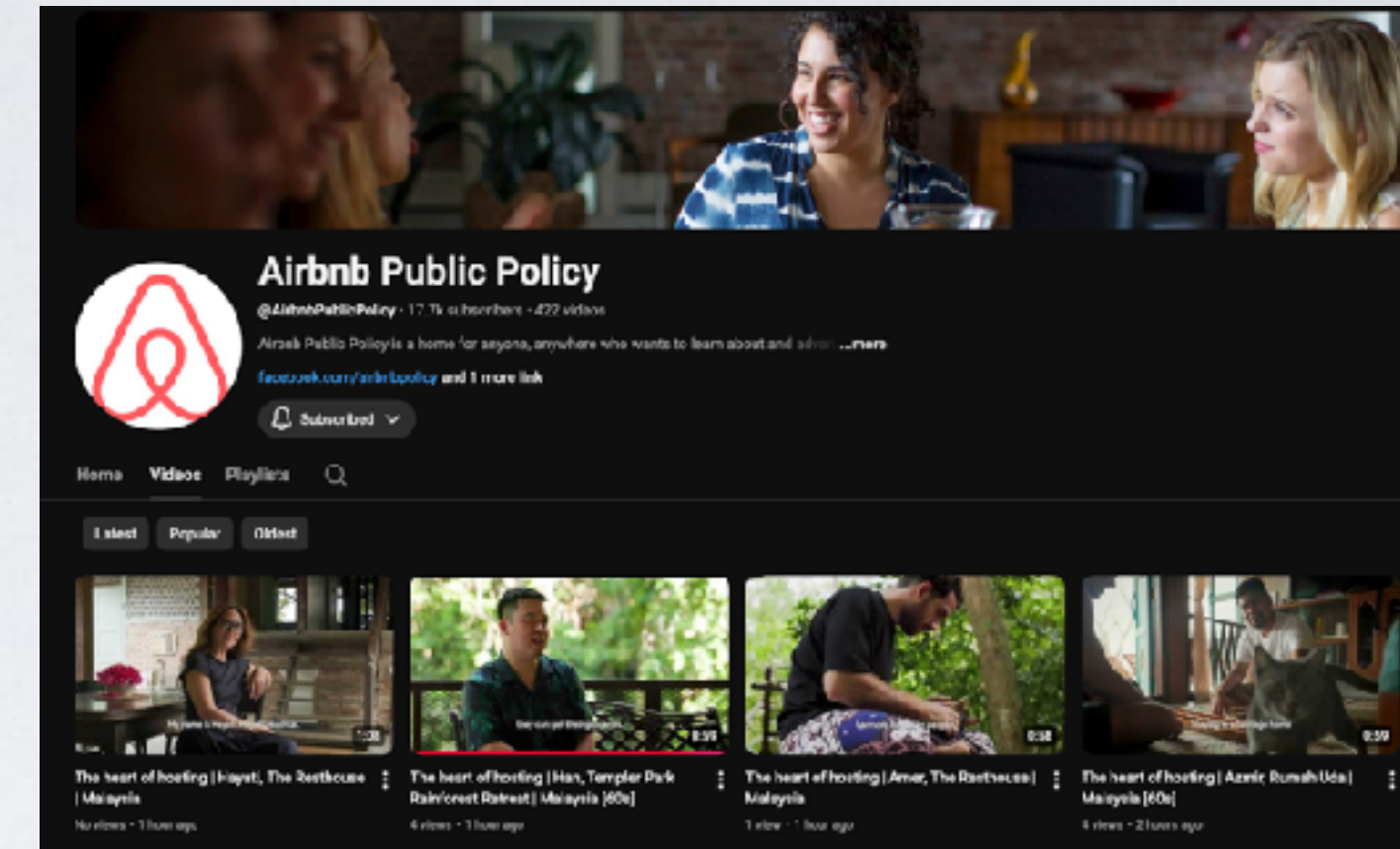
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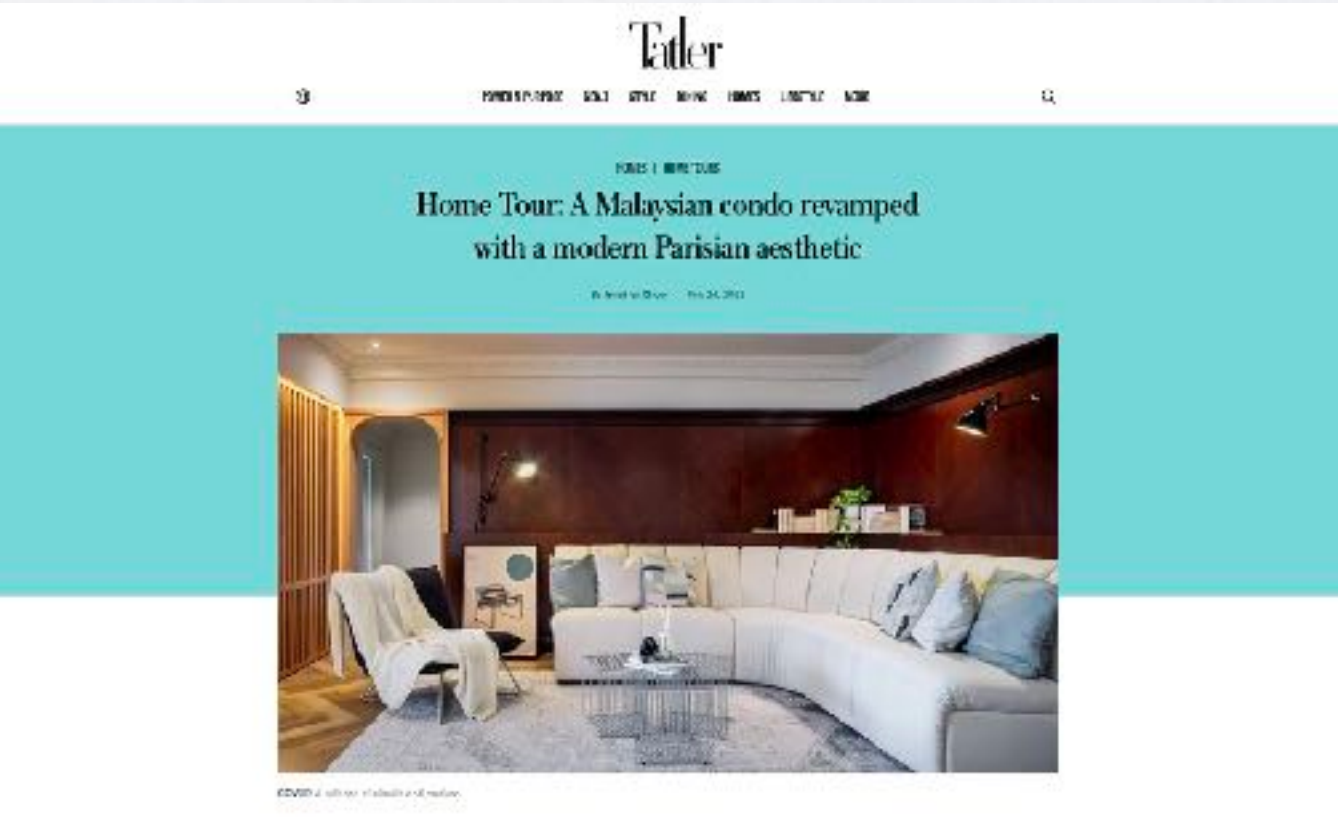
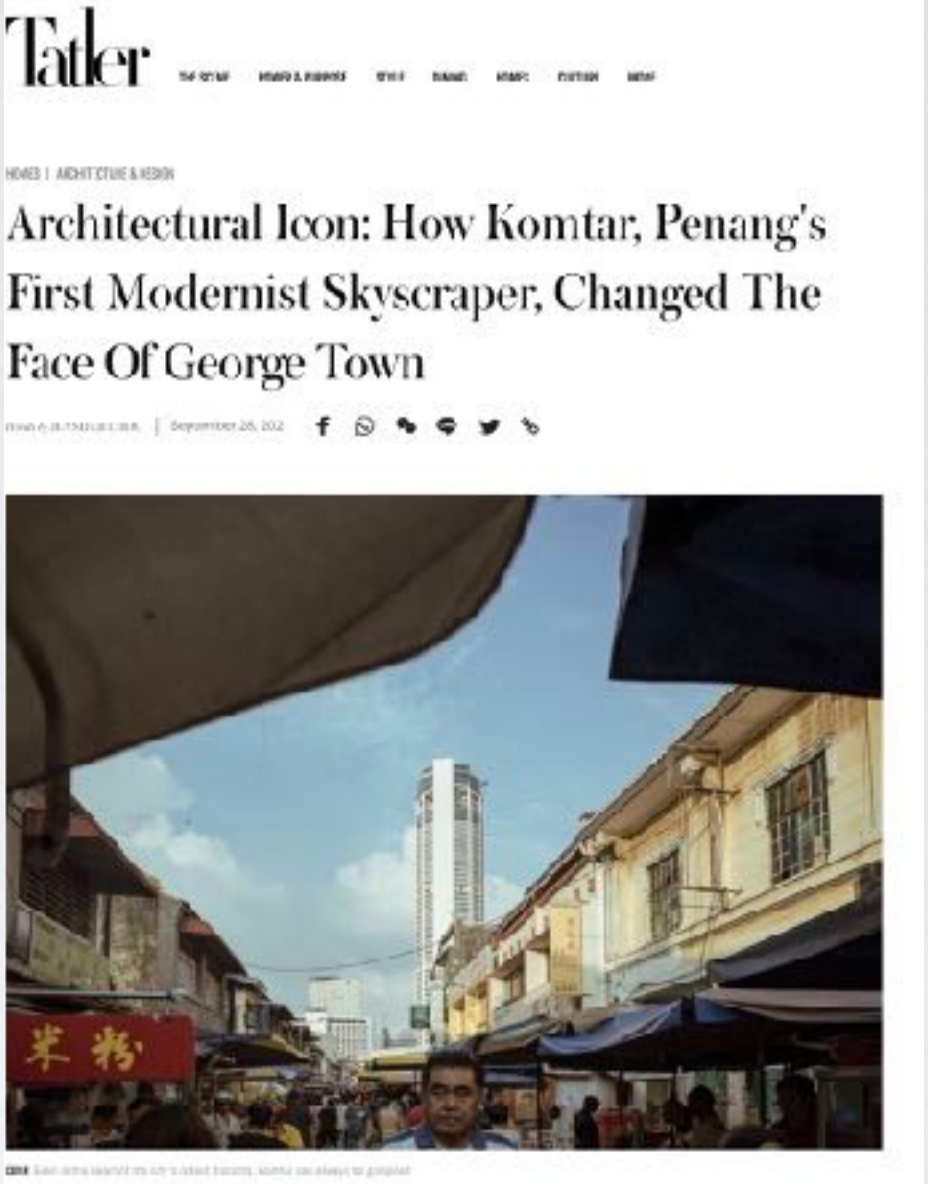
Hosting responsibly in the city outskirts

We need to ensure that every visitor feels at home while preserving the environment they come to enjoy. Recycling bins, reusable bottles, and waste management systems are standard practice at the retreat.

Her story reflects the broader value of community-led tourism and how home-sharing can bring life to areas outside the main tourist corridors. Through Airbnb, guests discover Penang's natural trails and family-run shops, keeping spending local and full-time livable.



AIRBNB SINGAPORE, AD CAMPAIGN



Once dull and gloomy bungalow in Malaysia is now a well-lit, contemporary space

Once dull and gloomy bungalow in Malaysia is now a well-lit, contemporary space

By RINA AHMAD SAPIUDDIN

Photos By PHOTOS COURTESY OF ENDO KL

DESIGN

Wednesday, 26 Jul 2023

9:00 AM MYT

Louvred windows and a green lung were incorporated into the house design to create a bright and airy home.

Star Home & Garden

THE STAR, SUNDAY 25 JULY 2023

Going with the flow

Blending textures, with natural materials and pastel tones, the design team has created a bright, cool contemporary space.

Art of texture
Shelves of joy
Healing garden

A light touch

By RINA AHMAD SAPIUDDIN
Photos courtesy of ENDO KL

For a bungalow in a working area in KL, Endo KL's design team has transformed a dull and gloomy bungalow into a bright and airy home. The design team has incorporated louvred windows and a green lung into the house design to create a bright and airy home.

Designing the challenge

The design team faced a challenge in creating a bright and airy home in a working area. The design team has incorporated louvred windows and a green lung into the house design to create a bright and airy home.

Designing the solution

The design team has incorporated louvred windows and a green lung into the house design to create a bright and airy home. The design team has incorporated louvred windows and a green lung into the house design to create a bright and airy home.

Designing the result

The design team has incorporated louvred windows and a green lung into the house design to create a bright and airy home. The design team has incorporated louvred windows and a green lung into the house design to create a bright and airy home.