

KEY ROLES & SKILLS

BUSINESS

Business owner
Business setup
Business development
HR management
Project management
Financial planning
Budgeting
Pipeline management

COMMUNICATION

Marketing
New business development
Social media
Client co-ordination
Team / dept. co-ordination
Stakeholder co-ordination
External agency co-ordination

CREATIVE

Ad film producer & director
Event production & management
Creative director
Video editing
Visual effects supervision
Pre to post production supervision
Graphic designer & artist
Team training & development

ENTREPRENEUR DIRECTOR PRODUCER
TEACHER SCUBA DIVING INSTRUCTOR
VISUAL EFFECTS GRAPHIC DESIGNER

WORK EXPERIENCE

2019-current Owner / Head Dive Instructor

Wild Blue Scuba Diving | India

2011-current Owner / Creative Director / Producer

Urban Image | Film & Advertising | India

2009-2010 Film Producer

Bates Pan Gulf | Advertising | Dubai

2004-2009 Editor / Producer

SGMEDIA | Film Production | Dubai

2002-2004 Visual Effects Lead Artist

Rhythm & Hues Studio | Visual Effects | India

1999-2001 Visual Effects Artist

Prasad Studios | Visual Effects | India

1998-1999 Graphic Designer

The Hindu Newspaper | India

1995-1996 Graphic Designer

Ogilvy & Mather | Advertising | India

EDUCATION

2001 Certificate in 3D Animation

Vancouver Film School | Vancouver, Canada

1996 Certificate in Graphic Design

RMIT | Melbourne, Australia

1995 High School Diploma

Woodstock International School | India

START UP BUSINESSES

www.urbanimagefilms.com

www.wildbluedive.com



BUSINESS OWNER | ENTREPRENEUR

In 2011 I decided to use my experience in the creative industry and setup Urban Image, a boutique film production and creative agency.

I co-ordinated with government bodies, financial institutions and relevant agencies to acquire licenses and permissions for the setup.

I budgeted and supervised the setup of the office and infrastructure: co-ordinating with contractors, equipment suppliers and negotiated contracts and payments.

Grew from one employee to a team of twelve employees within two years. As a small company I evaluated and hired employees, managed payroll, employee training, time management, bonus structures and all human resource management.

Managing the financials for the company included project budgeting, general accounts, co-ordinating with auditors and tax planning. Financial planning for expansion, salaries, infrastructure maintenance, equipment purchase, daily expenses and unexpected provisions etc. all fell under my purview.

Client servicing was initially my responsibility. I had to coordinate client requirements and update on current projects with internal teams and external agencies.

Marketing and promoting the company was also my responsibility. I would oversee social media engagements and direct marketing campaigns. I had to pursue leads, network with business groups, meet clients, acquire new business and followed up with existing clients.

In 2019 my passion for diving and the environment led me to setup a scuba diving centre while I continue my film and creative company as a scaled down operation.

I acquired permissions and licenses with government and international scuba agencies and I setup the infrastructure and facilities. I handled all the financial roles and coordinated with international suppliers for setup and equipment import. I am responsible for all marketing and promotion. I selected assistants and additional instructors and directly supervise all training and daily operations.

**Business setup -- Management -- Operations -- Finance -- HR
Communications -- Client service -- Marketing -- Development**

PRODUCER

As a producer my primary role is as an organiser and I excel at planning, budgeting, scheduling, pipeline management, overseeing large teams and following through with tight delivery schedules. I have produced ad films, visual effects for feature films, live events, radio and television.

My duties include co-ordination and communication with clients, supervising production teams, creative teams and managing media houses.

Many projects were international and involved working with teams across time zones and countries. Careful consideration had to be taken with cultural differences, language barriers, work ethics and even multiple currencies.

Financial planning covered budgeting projects, negotiating contracts with vendors, crew and third party agencies, tracking expenditure and maintaining accounts.

Time management skills are essential and involved planning the schedule and project structure, monitoring and assessing daily schedules, assigning and tracking individual schedules and maintaining overall progress and benchmarks.

Pre-production starts with structuring the campaign and included sourcing and vetting key personnel, technicians, project budgeting, planning schedules and co-ordinating communications between all stakeholders.

Production involved on site location setup, arranging permits, equipment distribution, and organising crews, schedules and logistics. And then supervising the execution of shoots and live events while maintaining schedules.

Post-production supervision - comprehensive knowledge, planning and hands on experience with all aspects of post production from editing, visual effects, sound, music, audio production and special shoot procedures.

Event management also falls under my purview, and includes ideation, venue design and setup, special acts and performances, execution and overall coordination and organisation. Events include music/entertainment shows, corporate functions, awards ceremonies and product launches.

**Project Management -- Budgeting -- Scheduling -- Communication
Pre-production -- Post-production -- Event Management --**

CREATIVE DIRECTOR

As the creative director it was my responsibility to conceive and implement creative campaigns that met the requirements and goals of clients and oversee to completion. Ideation, scripts, artwork execution and final product deliverables were all my responsibility. I performed this role for print campaigns, digital and web campaigns, ad films, live events, corporate events, radio and television.

Communication is a key skill and involves constant co-ordination between creative teams, clients, finances, third parties and all key stakeholders. And campaign creatives need to be co-ordinated according to final communication methods.

Team management required me to form teams best suited to each project, ensure team morale, train personnel and plan efficient use of time. Recruiting, training and mentoring employees.

Pre-production roles included ideation, script writing, co-ordinating between clients and creatives, selecting and assigning the appropriate personnel most suited to the required tasks and carefully balancing creatives with the required financial budgets.

Production and execution of projects involved directing films/shoots, creating artwork, setting up venues for events, and working individually as well as with members of internal and external teams to produce the creatives requirements within financial budgets.

Working in the creative field meant staying on top of communications and marketing trends and design styles. Constant research and study is required to find the best method and medium for any given project with the most appropriate tools and available technology.

Working with international projects and multicultural teams has given me a unique skills with communications and management.

GRAPHIC DESIGNER / VISUAL EFFECTS ARTIST

I started my career as a graphic designer, progressing to visual effects artist and film editor and on to supervisor and team leader.

As a graphic designer it is my role to use the tools available to produce the best quality creatives for any brief and project. As a graphic designer I have worked on print artwork, digital artwork, website design and presentations.

As a visual effects artist I worked on feature films for Hollywood and India, ad films and animation content.

Working in a high technology industry meant constantly learning new tools and software, training other colleagues as well as myself.

Time management is as essential as the creative skills and involves planning the creative process and working to schedules.

Team management involved working effectively and efficiently with other team members, departments and supervisors.

I have expert knowledge with tools required for my industry and employ these skills hands on with projects to date.

These includes the Adobe Suite (Photoshop, Illustrator, Premier, After Effects). Microsoft applications I use extensively include Word, Powerpoint and Excel. Visual effects tools include Maya and After Effects.

MEHTA JEWELLERY BRAND CAMPAIGN | Urban Image

As the **creative director and producer** for the campaign it was my responsibility to develop the strategy and communications for a year long marketing campaign and lead a team of designers to create the visual content.

The **rebranding and marketing campaign** for one of the oldest jewellery brands in Chennai involved a complete makeover and repositioning of the brand.

Planning: Researching leading brands in the industry - studying past and current trends and marketing - analysing consumer and sales demographics - new business and audience communications strategy - scheduling of the creative activities for 12 months.

Branding: New logo and brand colours - brand guideline book - stationary - store decor - packaging - apply new branding to all existing and new communication elements.

Advertising: All visual communications were structured with common branding themes - print advertisements - in-store events - social media posts - videos.

In-store events: Part of the marketing strategy was to hold a unique in-store event every month to encourage footfall and product exposure. Events included book reading by well known authors, health talks, tarot reading and women leader seminars.

It was my role to create the idea for the event taking into account seasonal activities and trends for that month. I was responsible for the visuals for the decor, selecting and contacting speakers, organising schedules, curating the entire event and designing branding and merchandise, that included tote bags, information booklets, posters, social media posts, invitations and animated videos.

Digital media focus: A new image meant targeting a new younger demographic. I created a digital media strategy to reach out to new business that included social media posts and animated videos, whatsapp content and ad films.

Media shifted from traditional hoardings and print ads to social media posts, motion content, short animated films and ad films.

Strategy: I created multiple marketing strategies that shifted from the existing traditional audience and targeted a younger audience of single women, business owners and leaders. Creatives shifted from traditional visuals of weddings and beauty to visuals revolving around independent women and daily life.

Communications: Constant co-ordination with the client and creative teams was required to produce campaign creatives every week. Fresh relevant content was key to reaching the right audience and ideas, media choices and visual medium had to be created quickly and effectively every week. This required creating and managing detailed schedules and communication with the client, creative team and media houses.

Ad Films: I convinced the clients to move away from traditional ideas and created an ad film that was different and unconventional. I created the idea, script and directed. I was in charge of selecting the crew and cast and supervised the music, sound and editing. I selected shoot locations and planned the schedules and logistics and executed the shoots on location.

Apart from the primary ad film I also created monthly animated content with the creative team, to be used on social media and mobile platforms to directly engage the consumer. I created the scripts and supervised the creative teams during production.

TVS BRAKES INDIA | Urban Image

TVS Brakes India is one of the largest automobile brakes manufacturers in the world. As a B2B company I was brought on to implement communications projects for their industry clients and partners.

Brand Image: The first step was to create a common brand image using their existing logo and colours. Design templates and brand guidelines were created so all their communications and visual material would appear consistent. Sub brands and logos were created for each vertical. I was in charge of co-ordinating with the client and creative teams to create the brand guidelines. A lot of research was done to analyse competitive brands and careful consideration had to be taken into account to create the correct image that was acceptable to the very traditional clients and a modern creative image that represented a serious manufacturing brand.

Internal Communications: With a workforce of over 1000 employees spread across multiple locations in India we had to create content to make their internal communications efficient and effective. These included:

Monthly newsletter that would reach all their employees with news from all their units. Co-ordination with multiple departments was required to gather news and information and schedules had to be maintained to produce the content.

Training manuals and employee handbooks were created to maximise training and induction efficiency.

Promotional films were made to showcase the production process and facilities to clients. I was tasked with creating the scripts and planning the shoots across 4 factory locations across the country. It was also my role to direct and edit the films. I created a bold idea that focused the creatives on the workforce and the end user, rather than solely on the technology and machinery, making it a "people film" and not just a facilities film.

Trade events and distributor conferences were a large part of the company's marketing activities. I had to create trade show booth designs and marketing catalogues. I ideated and supervised brochures of their new products, venue design and decor execution, designing print material for the event, planning the activities and schedule of events, creating unique ideas for the product reveal, selecting and coordinating between sound and video requirements and supervised the entire event on location.

MOTORSCRIBES AUTO MAGAZINE | Urban Image

We were the creative partner for a startup automotive digital magazine. It was my responsibility to produce all their content which used online medium exclusively.

Brand Image: I created the logo and brand image for the magazine and designed branding guidelines to be used for all their content from web and print to video and social media. Sub brands and logos were created for each auto section. A lot of research was done for designs to appeal to a younger audience with a focus on automotive video content.

Video content: The focus of the magazine was video content. It was my responsibility to ideate and produce unique and engaging content that showcased automobiles and related content. Live action videos were created every week for their website, social media platforms and online video content channels. All videos were packaged with design templates to maintain a consistent image. We created all the titling, motion graphics overlays, visual effects, supervised shoots and final editing.

Web design: I supervised the creative team to design their website and all the social media posts to maintain a consistent brand image and creative design.

Social Media: It was my responsibility to co-ordinate with social media teams and to create posts and content that was trending every month, analysing key words and monitoring social media posts.

Live events: The magazine organised annual group road trips and I was tasked with organising promotional and brand material for the events. I had to create a unique design and brand for each event. We had to plan and produce promotional campaigns and creative content to release every week for the months preceding the event. It was also my responsibility to design vehicle branding and on road material such as standees, banners and merchandise. I had to co-ordinate between client and creative teams during and maintain timelines and schedules.

Research: A lot of my time went into researching content and ideas that were relevant to a new emerging younger audience that had to have global appeal. Trends, social media content, online platforms and web keywords and algorithms were constantly tracked and updated. Co-ordination between clients, social media partners and creative teams had to be frequent and efficient.

IRAQ ELECTION CAMPAIGN | BPG Advertising

As a film producer for the advertising agency it was my task to produce a series of films as of the part campaign for the Iraqi Prime Minister candidate.

Communications: Working with international teams across multiple countries and cultures required constant and efficient communications between all stakeholders and creative members. Carefull consideration had to be taken because of sensitive cultural requirements. Language requirements were a constant difficulty- directors were from Europe, clients were from different Arab regions, pre-production and planning was in English while final content had to be Arabic and different regions of the Middle East used different phrasess and words.

Pre-production: It was my responsibility to source and select international directors, crew and local production units according to the creative brief from internal agency teams. Organising and scheduling production video conferences across multiple time zones had to be planned. Co-ordination between creative directors, script writers and creative teams had to be efficient. It was also my task to create the complete schedule and pipline according to final delivery dates. I had to budget the production and plan the creative teams and requirements accordingly.

Production: It was my job to organise the shoot locations and maintain shoot schedules and all on-location activities from the location preperation, actual shoot, F&B, client servicing and logistics.

Post-production: Supervise the editing and visual effects with post production houses and co-ordinate rough edits with the client, director and creative team who were spread across the world. Final sound and music had to be co-ordinated with translators and script writers to ensure correct dialects and regional use.

Finances: It was also my responsibility to create overall project budgets and maintain running accounts and ensure budgets were adhered to at every stage of the project. Costs had to be negotiated with vendors and crew and payouts and expenses managed.

RIDDICK FEATURE FILM VFX | Rhythm & Hues Studio

My role as visual effects team lead made it my responsibility to oversee the creative team at the Mumbai office and co-ordinate with the parent company in Los Angeles. This was my responsibilty for many Hollywood feature films and 'The Chronicles of Riddick' was one of them.

Creative: I was in charge of supervising the work of the creative talent, assigning tasks, ensuring quality control and mainting schedules. I also had to select, train and mentor junior artists.

Communication: Co-ordinating between offices spread across mutliple time zones, internal creative teams and departments. Internal pipeline management meant co-ordinating between between different creative departments, supervisors and producers. Overall project deadlines and individual timelines and schedules had to be monitored and managed efficiently.

WILD BLUE DIVING | Wild Blue Diving

Wild Blue Dive centre relied heavily on social media digital content.

Creative: I created the brand identity for Wild Blue Diving which included logos, colour schemes and creative templates. Creative individual posts and videos as well as infographics and educational videos were made to attract digital footfall. All creatives had to be made keeping in mind multiple social media specifications.

Communication: Primary methods of communications were Facebook and Instagram as well as some direct marketing using Whatsapp and Email.

Facebook and Instagram campaigns had to be formulated and tracked using multiple social parameters and engagements.

URBAN IMAGE | 2011 - Current**TVS-Brakes India | Automotive parts manufacturer**

Creating and executing brand campaigns and communications - print media, corporate films, ad films, facilities films, external communications, internal communication, trade shows booth design, conference design & execution.

Mehta Jewellery | Retail Jewellery Chain

Brand campaign makeover design and promotional campaign - logo design, store branding, print media, social media, ad films, animation content, event planning and execution, product photography.

Venus Appliances | Consumer water heater manufacturer

Ad films ideation, direction and production. Animated web films and product films.

Apollo Hospitals | Largest hospital network in India

Series of ad films ideated, directed and produced. Animated health promotion films for web and events.

The Bangala | Heritage resort

Promotional campaign that included ideation and design of a series of ad films, print posters, brochures and merchandise.

NORMS Healthcare | Specialist medical care provider for elderly

Promotional film campaign. Ideation, direction and production of a series of ad films and testimonial videos.

LMW | Industrial machine manufacturer

Film direction and production. Facilities films, product films and promotional films.

Pin High | Golf equipment custom fitting chain

Brand makeover. New logo design, ideation and design for their website, directing and producing a series of training films, facilities films and promotional films.

BATES PAN GULF ADVERTISING | 2009-2010**Iraq Presidential Candidate Campaign | Political campaign**

Producing a series of promotional material for a presidential candidate for Iraq. These included a series of ad films, print material, radio ads and social media posts.

UAE Government | Cultural campaign

Producing a series of promotional films and print material for the UAE Government public service campaign encouraging cultural values and unity.

UAE Government | Armed Forces

Producing a series of films for the UAE Armed Forces to promote job opportunities and awareness.

Abu Dhabi City | Ministry of Health

Producing a series of films for the Ministry of Health's public awareness campaign for drug abuse and addiction services.

SG MEDIA | 2004-2009**HSBC Bank | Financial services**

Designed and edited a series of promotional films and motion graphics informational videos for a set of financial products for the HSBC marketing team to use for client presentations and media.

E TV! | Entertainment Satellite Channel

Responsible for the motion graphics, channel idents, promos, show titles and editing for a Middle East regional entertainment channel.

Dubai Trade Centre | Trade show and conference centre

Producing video shoots of international exhibitions and trade shows and editing the final videos for promotional use. Events included trade shows, music shows, corporate conferences and government cultural events.

Jeep Vehicles | Automobile company

Ideating and designing marketing and promotional material for Jeep Vehicles, including ad films, print content, motion graphics videos, social media posts and merchandise.

RHYTHM & HUES VFX | 2002-2004

Feature Films | Visual effects

Creating visual effects for Hollywood feature films using compositing and 3D software.

Leading teams of designers and animators to create visual effects.

Supervising quality control and timelines of designers.

Co-ordinating schedules and assignments between parent office in Los Angeles and teams in India.

Training and mentoring designers.

Feature films include: Riddick, Cat in the Hat, Daredevil, Flintstones, Scooby Doo...

PRASAD STUDIO | 1999-2001

Feature Films | Visual effects

Creating visual effects for Hollywood feature films using compositing and 3D software.

Leading teams of designers and animators to create visual effects.

THE HINDU NEWSPAPER | 1998-1999

Daily Newspaper | Graphic Designer

Creating graphics, design and illustrations for the newspaper's feature articles using Photoshop, Illustrator and traditional art materials.

OGILVY & MATHER ADVERTISING | 1995-1996

Advertising Campaigns | Graphic Designer

Creating graphics, designs and illustrations for advertising campaigns that included print media, packaging and merchandise.

HOBBIES & INTERESTS

Avid reader. Primarily light fiction and history.

Marine conservation volunteer.

Sports include badminton at a professional level and squash.

Outdoor activities include scuba diving and ocean kayaking.

Painting and drawing.

Far too much time watching films and television shows.