

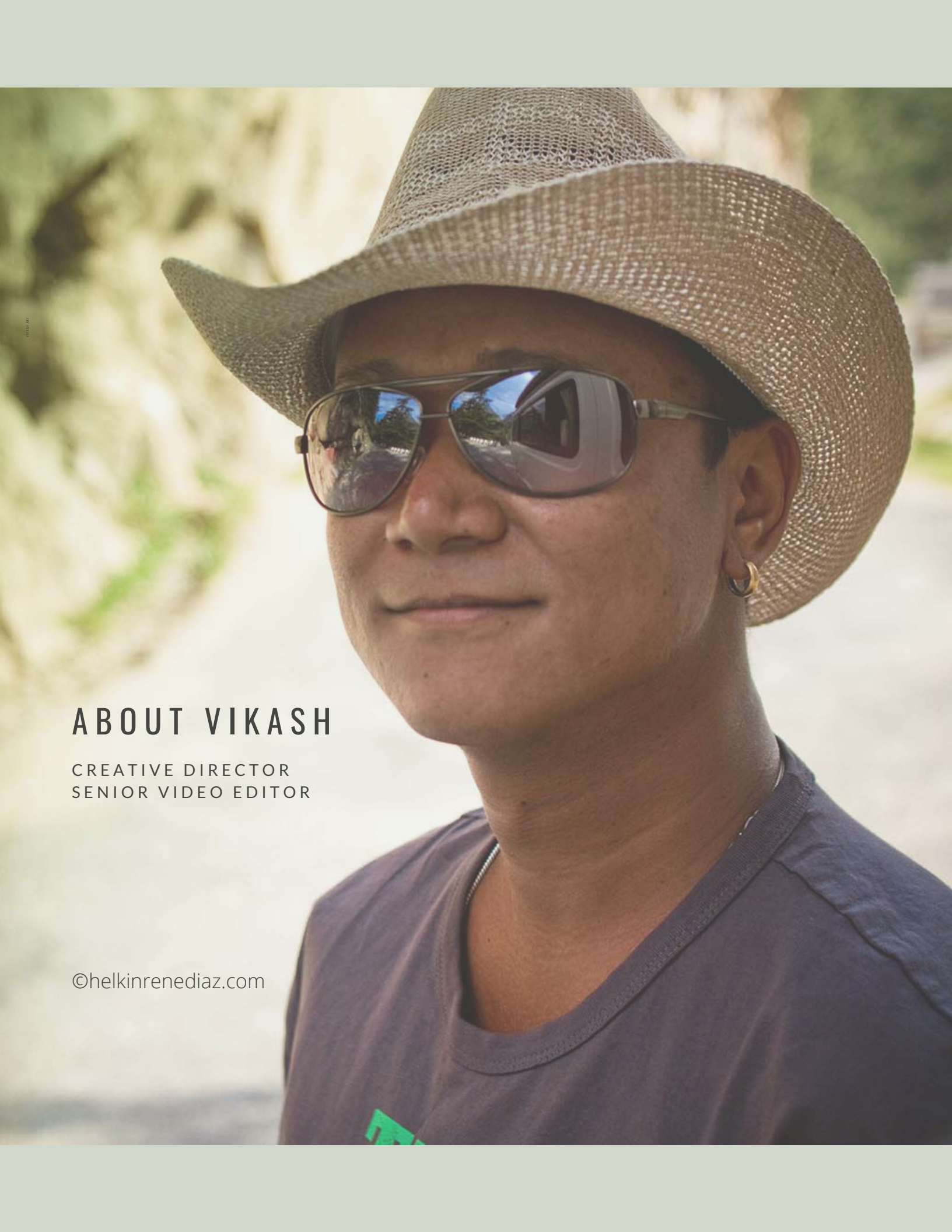


VIKASH RAI

CREATIVE DIRECTOR  
SENIOR VIDEO EDITOR

CURRICULUM VITAE

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# ABOUT VIKASH

CREATIVE DIRECTOR  
SENIOR VIDEO EDITOR

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## ABOUT VIKASH

Hi. I'm Vikash Rai, a multi-disciplinary creative think tank from Mumbai, India.

Throughout my life I have had a keen interest in visual story-telling, and ever since I started working straight out of school, this is the passion I have pursued and the skill I have honed. This led me to have over 20 years of experience in the multi-disciplinary field of Content Research, Live Events, Films and Television Production.

Raised and born in the City of Joy, Kolkata, West Bengal, I started my career at the age of 18 in the field of Content Research under the banner Derek O'Brien & Associates Pvt. Ltd. After a year of Content Research, I was then upgraded to production department I always stroved in creating exhilarating and contemporary ideas to make shows more enthralling and exciting, that resulted in stimulating response from target audiences and clients. For over a decade as Senior Producer, Director and Design Head for all Live Events and Television shows, I then assumed a leadership role in the production department, bringing dedication, passion, truck loads of artistic ideas and inspiring and motivating other employees.

I currently works as an Independent *Creative Director and as Senior Video Editor* based out of Mumbai, India. I have also produced branded and commissioned films in India and the Middle East. My work includes for television channels, companies and brands like *National Geographic Channel, TVS, Meta, Netflix, Vice Media Group, Prime Focus Technologies, Google, Dubai Expo 2020, Warner Media (UK), InsightTV, Autodesk, Rocky Mountain Institute (Colorado, USA), MTV & MTV Indies, Channel V, Kokuyo Camlin, NDTV, Blue Frog, Red Bull, Puma, Fox Traveller, Coke Studio India, Microsoft, Dell, UNICEF, Wunderman Thompson, BESTSELLER, Mercedes-Benz, Rajasthan Royals, NH7 Weekender, Abu Dhabi Formula One Grand Prix, Dubai Electricity and Water Authority* and many more.

I love to work on building narratives and story-telling structures with other stakeholders in the process, whether they are fiction, non-fiction, documentary, or sports telecast. As a strategic visual designer, I like to tailor ideas that match the needs of directors, clients, brands, and projects, ensuring the highest standards of creative excellence and service. Thus making the result an ever-growing client roster, with projects that extend beyond the realm of traditional film-making.

## WATCH REEL

[HTTPS://VIMEO.COM/570798668](https://vimeo.com/570798668)

[HTTPS://VIMEO.COM/527711224](https://vimeo.com/527711224)

## EXPERIENCE

## INDEPENDENT CREATIVE DIRECTOR &amp; SENIOR VIDEO EDITOR

AUG 2010 - PRESENT

- Worked as Production Head, Post Creative Head & Senior Editor on **Vivo Imagine Smartphone Photography Awards 2023**. A 3 month branded content marketing event deliverables for television and social media channels. Creating end number of promos and episodes for **Discovery Channel**.
- Worked as Senior Editor for **Coke Studio Bharat**.
- Worked as Post Production Head & Post Supervisor for a branded content show called **Thums Up Toofani Biryani Hunt on Disney+Hotstar**.
- Produced and Edited, **Abraham & Thakore's** new brand identity reveal video at the **FDCI x Lakmé Fashion Week 2022**. Watch here <https://vimeo.com/760217539>
- Worked as **Chief Editor** on a Limited Documentary Series called '**World's Greatest Train Journeys From Above**' for **Warner Media, UK**.
- Worked as **Senior Editor** for **Vice Media Group, India** for editing **Johnnie Walker** brand film for their client **Diageo**.
- Worked as **Senior Editor and Post Production Head** for a five part branded content documentary series called '**Dell XPS Youiverse Creators**' on **Voot**, where I led a team of 4 offline editors working on episodes, promos and other social media content.
- Worked as **Post Production Head/Supervisor** for The **CRED Cheer Days Acapella Ad**. A 60 second music video jingle ad produced by an Acapella group **Voctronica** for **CRED's Christmas Reward program**.
- Worked as **Head: Post Production and Chief Editor for Meta's Fuel for India 2021**, where I led and supervised a team of 5 offline editors for creating a virtual event packed with stories of grit, passion, and purpose, all powering a new future for the country - stories that are scripting India's tomorrow.
- Worked as **Chief Editor** for creating a **Pitch Sizzle Reel** for **Vice Media Group, India**.
- Worked as **Chief Editor** for **Google's India Digitization Fund** film. A part of the 7th edition of annual **Google for India** online event, showcasing how technology continues to help people, businesses, and communities with new commitments and partnerships to make the internet helpful for a billion Indians. Produced by **Vice Media Group, India**.
- Worked as **Chief Editor** for creating a **Pitch Sizzle Reel** for **Vice Media Group, Indonesia**.
- Worked as **Chief Editor** on a film that showcases the visitors in the **India Pavilion at Dubai Expo2020**, why "India is a destination for all the seasons and all the reasons." The film is a montage of live shots of the major tourist destinations, hotels, palaces, wild-life parks, and adventure sport spots etc. The film was commissioned by the Ministry of India.
- Worked as **Head: Post Production and Editor**, where I led and supervised a team of **4 editors, one colorist and a 3D online graphics team** to deliver an extremely impossible task of completing 9 short films in 12 days, including directors and client changes and feedbacks. A musical extravaganza called **SYMPHONY OF EMOTIONS**. A one of a kind global fan celebration that was showcased for the release of **Mani Ratnam's** series called **NAVARASA on Netflix**. All done remotely from home.
- Worked as **Creative Director and Editor** for creating 5 different Sizzle/Hype Reels of **Prime Focus Technologies**.
- Worked as **Editor** to create Hype Reel for **Vice Media Group, Singapore**.
- Worked as **Chief Editor** on a travel/adventure/extreme sports documentary series called **Extreme Iceland for INSIGHT TV**. A global factual entertainment channel based out of **Amsterdam** broadcasting content purely in **Ultra HD**. [Watch the promo <https://vimeo.com/515206734>].
- **Strategized the Post Production** services in India for **Sheikh Zayed Heritage Festival 2020** in **Abu Dhabi**. The show comprised of spectacular fireworks display, and the dazzling Emirates Fountain & Laser show which used advanced features to create eye-catching 3D rhythmical patterns. Each show was carefully designed and edited to create mesmerizing content that was projected in a specially designed tower.
- Worked as **Sr.Video Editor** for an OAP video for a global factual entertainment channel with a passion for creating content that takes the viewer on an adventurous journey to explore and interact with stories. **INSIGHT TV** which is based out of **Amsterdam** is the first interactive channel that brings a new experience to this generation's audience by shooting and broadcasting content in **Ultra HD**.

## EXPERIENCE

## INDEPENDENT CREATIVE DIRECTOR &amp; SENIOR VIDEO EDITOR

AUG 2010 - PRESENT

- Worked as **Sr. Video Editor** for **Vice Media Group** on a documentary produced for **OnePlus** called '**United By Hope**'. A project that captured the stories of 12 different people from diverse backgrounds during the pandemic. All shot on OnePlus devices. A story about a community's response to humanity's greatest pause. One that talks about uncertainty, despair, kindness, fear, patience and the one thing that unites us all - Hope.
- **Directed & Edited** an after-movie that celebrated the launch of **Hyundai new car Aura** in New Delhi. A grand event for media which was designed with wall projections using some dynamic content also edited by us.
- **Directed & Edited** an after-movie that celebrated the launch of 5 cars of **Škoda Auto Volkswagen India** in New Delhi. A grand event for media which was designed to compliment the luxury on wheels theme with floor and wall projections using 20 projectors with some dynamic content which was also edited by us.
- **Directed & Edited** the launch film of **NBA India**, showcasing the brilliant projection mapping done at the iconic Gateway of India, that echoed the spirit of the game.
- Worked as **Post Production Head & Senior Editor** for **Vice Media Group** on a documentary produced for **Red Bull and Rajasthan Royals** called '**Inside Story: A Season With Rajasthan Royals**'. The 3 part documentary series includes interviews and never-before-seen footage from the 2019 Indian Premier League cricket season campaign. Now streaming on **Red Bull TV**.
- **Strategized the Post Production** services in India & Edited an after-movie, showcasing the launch of the **Huawei P30 | P30 Pro** at the Burj Park, Dubai.
- Worked as **Senior Editor, Colorist & Sound Designer** for a documentary named '**Bhuli**'. It tells the story of childhood friends Tanya Singh and Tanya Kotnala who use their Instagram handle **BHULI.ART** to create awareness about the superfoods, crafts and textiles from the Himalayan state of Uttarakhand in northern India.
- Strategized the Post Production services in India & Edited an after-movie of the **Sharjah Entrepreneurship Festival** that brought together enterprising individuals and institutions in an environment that left attendees inspired, informed, and immersed in all that the entrepreneurial ecosystem has to offer. Be it with startups who promised to shake up the status quo, or through speakers whose talks left attendees inspired.
- Worked as **Senior Editor** for a sports documentary named '**Feel The Rush - The story of the Himalayan Rush**'. A documentary about an annual Cross Country Triathlon held in and around the picturesque Begnas Lake, one of the seven lakes in the larger Pokhara area of Nepal. The film captures the fun and camaraderie of this unique event in the Himalayas.
- **Directed & Edited** a corporate film for **Rocky Mountain Institute, Colorado, United States**. A project called '**Urban Mobility Lab**' in Pune. A 3 day event that captured the private sector, public sector, and civil society in a highly collaborative setting to innovate and plan for the deployment of clean mobility projects in the city. This process is expected to create an important learning cycle among cities, states, the central government, and the private sector, and to help urban India transition to a new mobility future.
- Worked as **Senior Editor & Sound Designer** for **Mega Icons: A National Geographic Channel Documentary Series**, produced by **Prime Focus Technologies, Mumbai**. An in-depth discovery of the secrets behind the greatness of some of the most iconic minds of India, including **Virat Kohli, Kamal Haasan, Dr. A.P.J. Abdul Kalam, His Holiness, the Dalai Lama and Kiran Bedi**.
- Strategized the Post Production services in India & Edited an after-movie of one of the largest Earth Hour celebrated around the world. **Dubai Electricity and Water Authority Earth Hour** was celebrated with the theme of Urban Sustainability to light up the spirit of togetherness for achieving sustainability. With more than 15,000 citizens from different countries living in Dubai, came together at Marasi Promenade to highlight and encourage action on the environmental issues.

## EXPERIENCE

## INDEPENDENT CREATIVE DIRECTOR &amp; SENIOR EDITOR

AUG 2010 - PRESENT

- Worked as **Senior Editor & Sound Designer** for **TVS Racing-35 Years of Engineering Goosebumps**. A Television & Theatrical Ad, which won the **Best Ad Film at the 8th Dada Saheb Phalke Film Festival 2019**. Produced by **Prime Focus Technologies, Mumbai**.
- Shot, Directed & Edited an after-movie of the **Sharjah International Children Film Festival**. A project established by the **Sharjah Government (under the patronage of Her Highness Sheikh Jawaher Al Qasimi, wife of His Highness, the Ruler of Sharjah)**. The film captures the 6 days festival that transforms a convention centre to a City Of Imagination, transporting children to a whole new world of fun-frolic and adventure.
- Worked as Senior Editor for **NDTV Prime's** travel documentary called '**Singapore Insider**'. We see Singapore through the eyes of an entrepreneur, **Ankur Warikoo**, as culture, tradition, and art comes together as he charts a unique course across Singapore, experiencing the city and taking viewers on the journey with him. Produced by **Prime Focus Technologies, Mumbai**.
- Shot, Directed & Edited an after-movie of **Dubai Electricity and Water Authority Conservation Awards**. An event for the educational sector in the Emirate of Dubai, to reflect DEWA's keenness to raise awareness among students on the rational use of resources, and celebrate the best practices in reducing electricity and water consumption, in addition to honouring the educational institutions for their efforts to reduce wastage levels and conserve electricity and water.
- Worked as Senior Editor for a documentary named '**Mission Education**' which showcase a groundbreaking innovation in the education sector by non-profit Manav Utthan Seva Samiti (MUSS) that nurtures the simple value of sharing by encouraging privileged urban children to donate excess stationery for their underprivileged counterparts.
- Shot, Directed & Edited a corporate film that narrates the life and story of a Dubai based private company named '**Electric Way**'.
- Produced & Edited a film that showcased the journey of Visionary Leader **Hon. Sharad Pawar** on the occasion of his 75th birthday. The film was screened in Vigyan Bhavan, New Delhi.
- Shot, Directed & Edited an after-movie showcasing the various events and activities around the **Formula 1 Etihad Airways Abu Dhabi Grand Prix**.
- Directed & Edited a children's event for **Kokuyo Camlin**. A 7.6km long canvas that was painted with the help of students as a part of Swacch Bharat initiative.
- Directed, Shot, Edited and Produced a documentary for BlueFrog (Mumbai), for the **Young The Giant India Tour**.
- Shot, Directed & Edited an after-movie for the site launch of **KEF Infra One Industrial Park, Krishnagiri**. Mr. Narayana Murthy (Founder, Infosys) was the Chief Guest for the occasion, as the event was presided over by Mr. Faizal Kottikollon (Chairman, KEF Holdings, Dubai).
- Shot, Directed & Edited a music documentary for **Pepsi MTV Indies and BlueFrog RIBBIT Series**, featuring one of the stalwarts of the Indian Electronic Music scene, **Gaurav Raina aka 'GRAIN'**, is better known for his role as one-half of India's biggest electronica pioneers, **The Midival Punditz**. The documentary also features top artists such as **Monica Dogra, Karsh Kale and Ankur Tiwari**.
- Worked as **Senior Editor** for television shows such as
  - **MTV'S Coke Studio**
  - **Fox Life's Soundtrek**
  - **NDTV's Mercedes Benz The Great Overland Adventure**
  - **Fox Traveller's Life Mein Ek Baar**
  - **Channel V's College Hunt USA**
  - and many more.

## EXPERIENCE

### LINE PRODUCER

APRIL - JULY 2010

- JALA Feature Documentary: from the Himalayas to the Ganges Estuary, a Journey through the Meaning of Water. With support from the Ministry of Culture's Cinematographic Direction Department, Bogota Digital Cinema, Tiempo de Cine audiovisual company, National University of Colombia and the Pontificia Javeriana University. Jala, offers a perspective on the environmental crisis on river Ganges, contrasting modern points of view and traditional Indian positions as it regards the place of man in the world and the meaning of life and death.

### SR. ASSOCIATE PRODUCER, DIRECTOR, EDITOR FOR TELEVISION SHOWS AND LIVE EVENTS

DEREK O'BRIEN & ASSOCIATES PVT. LTD | APRIL 2005 - FEB 2010

- Ideated, planned, strategized and implemented some of major Live Event Quiz in the Middle East, Pakistan and India, such as the famous Brand Equity Quiz, Cadbury Bournvita Quiz Contest, Limca Book of Records Quiz, Mind Grind for Wikked Plus.

### DIRECTOR & SENIOR EDITOR

CORPORATE IMAGES PVT. LTD, BANGALORE | APRIL 2004 - MAR 2005

- Directed and Edited Corporate Films during my term in Bangalore for brands such as Manipal Education, Volvo, SAP, UNICEF and many others.

### ASSOCIATE PRODUCER & PRODUCTION EXECUTIVE FOR TELEVISION SHOWS AND LIVE EVENTS

DEREK O'BRIEN & ASSOCIATES PVT. LTD | 2001 - 2004

- Worked and travelled for producing Quiz Shows for schools, corporates and colleges in India, Sri Lanka, Bangladesh & Middle East.

### RESEARCHER

BIG IDEAS PVT. LTD: A DEREK O'BRIEN COMPANY | 1999 - 2001

- Newspapers, magazines, libraries and books being the only source of informations, used to source, research and write question on a daily basis for Quiz Shows.

## SKILLS AND EXPERTISE

CONTENT RESEARCH

CONTENT DEVELOPER

FILMS AND TELEVISION DIRECTION AND PRODUCTION

EVENTS PRODUCER

PREMIERE PRO

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE AFTER EFFECTS

ADOBE AUDITION

FINAL CUT PRO

DIGITAL CINEMATOGRAPHY

ONLINE EDITING

SOUND & MUSIC EDITING

MOTION GRAPHICS



CREATIVE DIRECTOR  
SENIOR VIDEO EDITOR

THANK YOU

*Vikash Rai*

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