





NITESH ASRANI

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 **Motion Graphics Showreel**
www.vimeo.com/329248166

 **Video Production Showreel**
www.vimeo.com/342197446

CORE SKILLS

Video Production
Video Editing
Motion Graphics
Filming (Drone & Camera)
Photography (Drone & Camera)

TECHNICAL SKILLS

Adobe Premier Pro
Adobe After Effects
Adobe Audition
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Adobe Lightroom
Adobe Bridge
DaVinci Resolve

ADDITIONAL

Content Management
Content Publishing
Project Management
Team Coordination
Video Livestreaming

PROFESSIONAL DEVELOPMENT

Filming Basics at AFTRS
Presentation Skills
HTML & CSS Skills

EDUCATION

Bachelors of Applied Design (Digital Media):

Billy Blue College of Design
July 2010 - July 2011

Associate Degree in Multimedia

Billy Blue College of Design
July 2008 - June 2010

Certificate III in Design Fundamentals:

Billy Blue College of Design
Feb. 2008 - June 2008

PROFILE

Video Producer / Editor who has a passion for making brands move. For over 7 years I have been helping brands tell their stories through visuals that come to life on various platforms. I specialise in creative video strategies that help develop market awareness and drive sales for a wide variety of organisations, ranging from start-ups to national charities, design/branding agencies and multinationals.

LATEST ROLES

Video Producer / Editor - Qantas

August 2019 - April 2020

Qantas is one of the largest airlines in the world and the flag carrier of Australia. My primary responsibility in this role was to oversee the Centenary Project, a series of special marketing video projects set up to celebrate 100 years of Qantas, and to support business as usual activities through innovative visual content based on brand and marketing strategy.

Responsibilities:

- Edited travel content for state tourism boards like Destination NSW and Tourism Northern Territory to promote travel in accordance with both state and territory guidelines and Qantas brand guidelines.
- Produced, directed, filmed and edited video content for major stakeholders, for instance Alan Joyce's regular video messages for internal and external communication.
- Coordinated and advised other video stakeholders like H/O Partnership & Sponsorship to manage social media campaign for international tourism boards like Visit Cali.
- Introduced best practice standards for video production such as file management & archiving within Qantas Group.
- Created and implemented motion graphics templates to be used within Adobe Creative Cloud and creating remote work-flow setup during COVID so the teams can work remotely in an agile environment for quick turnaround and consistent video productions.
- Filled in as Acting Video Lead for 4 weeks. During this time, lead and coordinated multiple projects and mentored a team of freelancers and contractors to oversee quality control and achieve on time delivery of time sensitive production tasks.

Video Lead - NetComm





September 2014 - July 2019

NetComm is a global developer and supplier of broadband products to Internet service providers, telecommunications carriers and several governments. The primary focus of my role was on improving brand presence, promoting company culture and helping drive sales through innovative visual content.

Responsibilities:

- Managed end-to-end video production which included art directing, leading brainstorming session with marketing team, creating video script based on the key deliverables and managing production & post-production process to deliver video content.
- Led video production for all in-house e-learning content in collaboration with Head of Training, which included live video with 2D animations and motion graphics.
- Provided end-to-end support to internal and external stakeholders in video production for NetComm's Website, Social Media and Expo Events.
- Led internal video production for people & culture department to showcase as part of company town hall and HR presentations.
- Directed and filmed on-screen interviews with senior leaders and professional actors for several video case studies. This included interview videos with CEO and CFO of the company to present at international Expos.
- Developed production strategies in collaboration with senior management and presented them with monthly report and status updates about marketing video projects and product videos in the pipeline.
- Project managed shoots globally by liaising with external agencies and managing timelines and project resources. I then carried out post-production in-house as per video brief for delivery within agreed deadlines.
- Managed and maintained company's video and still photography equipment.

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Major Achievements:

Improved brand awareness for NetComm – formulated a brand recognition strategy around case study videos which showcased the recent success of NetComm's project with its key clients nbn and Ericsson. **This helped drive market awareness of NetComm's product and service offerings and resulted in the company winning 3 other multi-million-dollar global contracts with AT&T, Nokia, and British Telecom.** Both the strategy and its delivery was highly appreciated by the entire Leadership team at NetComm.

Created comprehensive motion guidelines and templates – these motion guidelines were essential to NetComm's marketing team as it gave a clear stance on how the brand uses animation consistently and efficiently. **This increased the efficiency of the marketing team and ensured a consistent approach being used across all video productions.**

Curated NetComm Production Library – implemented an in-house server-based production library for archiving and use in future video productions. **This reduced the time to service journalists' and NetComm partners' enquiries by 40% and increased overall marketing team's efficiency.**

Studio Setup – set up a dedicated studio for still photography and motion video projects, including green screen videos, to reduce reliance on external resources. **This resulted in a 60% reduction in overhead production costs and enabled faster delivery.**

PAST ROLES

Motion Designer - Mandoe Media

September 2013 - September 2014

Mandoe Media is an Australian company specialising in the development, implementation, and operation of digital advertising and marketing solutions. As a Motion Graphic Designer, my role primarily involved designing graphics for screen content and liaising with external clients to deliver content efficiently.

Responsibilities:

- Project managed external customers to process assets for weekly video production.
- Managed and uploaded weekly video content onto the company's digital asset management platform.
- Developed video content strategies to win new and retain existing business in collaboration with the in-house design team.

Major Achievements:

Setup Design Templates – to enable quicker turnaround times on the weekly specials videos of Mandoe's retail clients, I set up customized design templates for each client. These templates benefited Mandoe **by reducing production time and increasing company's capacity to take on more clients.**

Create and Maintain Production Library - created Mandoe's production library and its management plan for produced content. This assisted in the design and video assets being easily accessible for projects and **reduced turn-around times for the design team's deliverables by 50%.**

Motion Designer / Editor - Interbrand

March 2013 - August 2013

Interbrand is a multi-award winning studio in Sydney. I was a Motion Graphic Designer / Editor in the agency to assist the Senior Motion Designer. At Interbrand, I worked on projects for a variety of clients including Telstra, Alzheimer's Australia and Griffin Theatre.

Responsibilities:





- Led the production of hype reels for award nomination entries.
- Liaised with Senior Motion Designer and Creative Director to create pitch content for new businesses.
- Produced regular sizzle reels for completed branding projects for their portfolio site.

Production Assistant / Designer - Films and Casting Temple

November 2009 - July 2012

An international production, casting, and consultancy firm based in Fox Studios Sydney. My role in this company started as a production runner and later was promoted to production assistant and graphic designer.

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Responsibilities:

- Designed print and web documents for internal and external clients.
- Managed, filmed and edited casting and location scouting videos.
- Performed pre-production duties such as crew bookings and callsheets.
- Project managed travel and accommodation for local and international crew during shoots.

FREELANCE ROLES

Video Editor / Motion Designer - HipFlask

Edited video content for online training material for Houdini, which is an industry-leading 3D animation software application. The edited tutorial videos are now a core element of the standard online training material at HipFlask.

Video Editor / Motion Designer - XPO Brands

Designed and created sizzle reels for use on their website and social media for their market promotion services. These sizzle reels were used to display their various product offerings on the website.

Motion Designer - Candid Projects

Project managed the creation of a series of infographic video content for Boston Consulting Group (BCG).

Motion Designer - DDB

Developed a motion graphic pitch video for the branding work that DDB had created for a mobile app.

Director and Editor - Landor

Directed and edited the highlight video trailer for the event "Wake up with Landor". This was a breakfast talk series that focused on identifying hurdles to innovation in Australia and how overcoming these could drive a culture of innovation in many kinds of businesses.

Assistant Editor - Fremantle Media Sydney

Edited webisodes for their TV Show 'Farmer Wants a Wife' to be used as behind the scene on-demand content on the website to increase viewer engagement.

Motion Designer - Star Media Platinum

Designed and produced motion graphic ads for local businesses, events and cinema trailers.

Motion Designer - AMVI Sydney

Created online campaigns and viral content as the lead designer that required motion graphics to increase viewer interest. These videos were heavily used by the clients of AMVI.

Motion Designer - The Monkeys Cobbler

Designed and produced motion graphic content and templates for large award ceremonies that are currently being used by the firm.

Motion Designer / Video Editor - Creative License Digital

Created online promotional videos for the company's iPhone Apps and created awareness for the new Apps through viral video content.