



RIA RANA

VISUAL CREATOR

I SEE, IMAGINE, I CONCEPTUALIZE, I ACCOMPLISH.

My forte is to create visuals into reality.

WORK EXPERIENCE

DIRECTOR AND VIDEO PRODUCER

India Craft Week Event 2018 & 2019

- Conducted day-to-day video and still coordination, planning, and implementation across multiple teams.

ASSISTANT DIRECTOR AND ASSISTANT PRODUCTION MANAGER

ARTH THE PLAY produced by Mahesh Bhatt and Sandeep Kapur

- Planned all the workshop for the play, coordinate for the sponsors, actors, media handling and Collaborated with other designers.

DIRECTOR AND VIDEO PRODUCER

ACCOR HOTELS - CORPORATE SHOOT

- Transformed requirements into polished, high-level designed video.

DIRECTOR AND VIDEO PRODUCER

BUDDH INTERNATIONAL CIRCUIT EVENT SPONSORED BY CASTROL OIL

- Conducted 2 day event across multiple teams
- Coordinated with 15 racers to stage the shoot decorously

DIRECTOR AND VIDEO PRODUCER

MULTIPLE CORPORATE SHOTS FOR BRANDS LIKE
JSW PAINTS, CASTROL OIL, D'ART DESIGN, MOBIL OIL,
LEELA AMBIENCE HOTELS, RADISSON HOTELS AND HILTON GARDEN INN
HOTELS

- Managed complex projects from start to finish.

CONCEPTULIZED, PHOTOGRAPHY VENTURE 'STORIES TO TELL' PHOTOGRAPHER

- Shot about 100 conceptual shoots under the title within few months.
- Product shoot, maternity shoot, baby shoot, event photography.

FOOD PHOTOGRAPHY

RESTAURANTS - "QWINNY's, WAFFLE STRUCK, JHATPAT

- Still shoot for their digital platforms.

INTERIOR, EXTERIOR PHOTOGRAPHER AND VIDEOGRAPHER

BRANDS LIKE - DOLCE GELATO, JSW PAINTS, STUDDS, CATROL, MOBIL

- Used wide lenses to make the photographs look like larger than life.

INDIA CRAFT WEEK 2018-2019

EVENT PHOTOGRAPHY

- Pictures were published in THE HINDU, ELLE INDIA, ARCHDIGEST INDIA.

CONTACT ME AT

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SKILLS SUMMARY

●●●● Project Management

●●●● Direction

●●● Adobe prmier pro

●●● Camera operation

●●● Lighting Set up

●●●● Visualisation

EDUCATIONAL HISTORY

M.Sc in Cinema - Asian School of Media Studies,
Noida.

Bachelor's in journalism and Mass
Communication.

Humanities - Queen Mary's School, Tiz Hazari,
Delhi.



PRODUCT PHOTOGRAPHY

BRANDS LIKE - CRAFT BETON, HOUSE OF FANUSTA, ARTTD'INOX, MINI COOPER, HOUSE KOTWARA, GLASS SUTRA, AADDYAM HANDWOVEN, PURE EARTH, ISHATVAM, PATTTERED STUDIO, ANAHATA, EMCEE BEAUTY, KOKOR AND SHAH SHOES.

- Conducted shoots for digital platforms.

ASSISTANT DIRECTOR

MAKE IN INDIA CAMPAIGN FOR SERIES OF START UP'S VIDEO

- Managed multiple projects with a tight time schedule

CLENARE NASAL FILTERS

DIGITAL MARKETING

- Conducted shoots for digital platforms.

CINEMATOGRAPHER

DOCUMENTARY ON INDO-AFGAN RELATION, PRODUCED BY ICMEI.

- This shoot contained plethora information that we weren't aware of it

DIRECTOR

MUSIC VIDEO COVER 'MOTORWADA'

- Won award for Best Music Video, Visualization and Cinematography at Asian School of Media Studies.

EQUIPMENTS HANDLED

- 5D series 5D Mark -II, III, IV, and 1DX, Canon - 7D, 6D, 60D, 70D. Nikon - D7000, D810, Osmo, Go Pro
- baby lights, Open-faced Tungsten quarts, Solar Lights, Red Head, Multi 10, Multi 20, HMI, Softy, Soft Boxes, Mono lights / strobes
- Gimble, Slider, Video Monopod, Tripod, Shoulder Rig. Worked with Lenses - 70-200mm, 70-300mm, 24-70mm, 50mm, 24mm, 35mm, 100mm, 18-105mm, 18-135mm, fish eye,