

Danyal Rasheed

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Summary:

Highly motivated and skilled filmmaker with 15+ years of experience in visual storytelling, including directing, scripting, filming and editing video content. Committed to bringing a fresh perspective to your brand. Possessing a diverse portfolio highlighting originality across various formats like branded content, narratives and documentaries. Experienced in creating award-winning films and documentaries showcased at prestigious international festivals.

Professional Experience:

Sr. Video Producer | i2c Inc. | Mar 2021 - Oct 2023

Headquartered in Silicon Valley, California, i2c Inc. is a prominent player in the global payments and banking industry. The company offers cutting-edge payment technology and services to financial institutions, fintechs, brands, and government institutions.

Key responsibilities and achievements at i2c Inc.:

- Successfully led the video production team, overseeing the entire process from conception to execution. In my role, I focused on ensuring the seamless production of high-quality videos by meticulously attending to various elements, including the script, storyboard, proper lighting, sound, and animation.
- Executed creative vision on tight budgets that consistently hit production deadlines.
- Effectively conveyed the company's message to a broad audience, including international viewers.
- Enhanced brand presence.
- Attracted talent and inspired my team to produce their best.

Freelance Work:

TV Commercials and Corporate Videos

Director, Cinematographer & Colorist | Bedouin | Sep 2023 - Jan 2024

Bedouin is a notable manufacturer of mattress covers and quilts in Pakistan, serving clients such as IKEA.

Director, Cinematographer & Editor | Nishat Chunian, NPPMCL | 2013-2016

Produced diverse corporate videos for both Nishat Chunian and NPPMCL. Nishat Chunian, a leading textile company in Pakistan, boasts a global market presence. On the other hand, NPPMCL (National Power Parks Management Company Ltd.) is a government-run entity tasked with constructing and operating two major power plants in Pakistan.

Director, Editor | Rafi Peer Theatre Workshop | 2015

Made promotional videos for Rafi Peer Theatre Workshop's performance and art festivals' social media campaigns. RFTW is the only cultural and event management organization in Pakistan that has conceived and executed sustained annual global and cross-cultural mega-events.

Director, Cinematographer Editor & Colorist | MCB | 2014

MCB, the Muslim Commercial Bank, is among Pakistan's largest private banks. I produced branded video content for their launch of a pioneering digital mobile wallet in Pakistan.

Director & Cinematographer | T20 World Cup | 2012

A TV spot promoting the T20 Cricket World Cup for Pakistan Television Network (PTV).

Director, Cinematographer & Editor | FWO | 2008

Created a corporate documentary for FWO, the Federal Works Organization, focusing on the construction of the Lahore-Faisalabad highway. FWO, Pakistan's largest construction firm, is known for its notable projects, including the Karakoram Highway connecting Pakistan with China through the world's highest mountain ranges.

Fashion & Music Videos

Cinematographer & Colorist | Raahi | Feb 2021 - May 2021

The music video of the song "Raahi" reached 250K views on Youtube

Director, Cinematographer & Editor | Reyna's Lawn Collection | 2020

Director & Cinematographer | Javeria Zoa Embroidered Collection | 2019

Director, Cinematographer Editor & Colorist | Jaltay Diay | 2018

The music video for the song "Jaltay Diyay" was released on Patari Music's web channels, garnering a significant number of views. Patari Music stands as the largest music app in Pakistan.

Editor | The Muse | 2015

Video created for Fahad Hussayn for the 2015 Pakistan Fashion Week. Fahad Hussayn is a prominent name in the Pakistan fashion industry.

Not-for-profit Sector Video Content

2009 - 2013

Directed, shot, and edited numerous videos for various humanitarian organizations. These organizations worked on programs supported by UNDP, UN Women, the Canadian International Development Agency, USAID, ActionAid and the Aga Khan Foundation. The themes of these videos included gender equality and women's empowerment, rural development, flood relief, and conflict victim relief.

Narrative Films

Director, Producer, Cinematographer & Editor | Hatak | Dec 2019 - Aug 2020

"Hatak" (also known as "The Indignity") is a short fiction film that draws inspiration from the renowned Urdu writer Saadat Hasan Manto's story. Official selections: IFFSA Toronto 2021, DC South Asian Film Festival 2022. Semi-finalist at NexGn International Short Film Festival 2020.

Cinematographer | Bloop | 2018

Cinematographer | Nightlife | 2013

The film won the Best Short Film award at MISAFF 2013.

Assistant Camera | Zinda Bhaag | 2012

"Zinda Bhaag" was Pakistan's official Oscar entry.

First Asst. Director | Noor | 2008-2012

French-Pakistani feature film "Noor," is an esteemed selection at the prestigious Cannes Film Festival 2012.

Documentary and Experimental Films

Additional Photography | Here is Where We Meet Again | 2021

The film was shown at MoMA, The Museum of Modern Art in New York.

Director, Cinematographer, Editor | The Eternal Return | 2018

The film was part of a series of films showcased at XY Art Show held in November 2019 in Lahore.

Director, Producer, Cinematographer & Editor | Mela Chiraghan: A Few Rhymes | 2018

"Mela Chiraghan: A Few Rhymes," is a poetic documentary about the Mela Chiraghan festival in Lahore. Official selections: Sharjah Film Platform 2019, MISAFF 2020, Freiburger Festival of Transcultural Cinema 2021, and Open Doors Locarno 2021.

Cinematographer & Co-director (Uncredited) | A Walnut Tree | 2015

"A Walnut Tree", highlights the lives of IDPs from the FATA region in Jalozei camp. Official selections and screenings at renowned documentary film festivals: IDFA 2015 (International Documentary Festival Amsterdam) and HotDocs 2016.

Cinematographer (Pakistan) | This is Not a Ball | 2013

Filmed Pakistan segment of "This is Not a Ball," a documentary showcasing Brazilian artist Vik Muniz's creation of a ground-breaking artwork of 10,000 soccer balls for the 2014 Football World Cup. Produced by Fundación Televisa Mexico, released on Netflix.

Education:

BA Honors (Film, Theatre and Television) School of Liberal Arts Beaconhouse National University, Lahore, Pakistan | 2003 - 2007

Tools:

Adobe Premiere, Davinci Resolve, Adobe Audition

Cameras:

Red Dragon, Blackmagic Design Ursa Mini and Pocket Cinema Camera, Sony FX3, Panasonic GH5, Canon C300