



Sohaib Ahmer ✅



✉ sohaib@duck.com

📍 Hyderabad, Telangana, India.

Driven by a passion for film making, he actively explores the cinematic realm, constantly seeking to deepen his understanding and skills. He consistently embraces a spirit of experimentation and willingly challenges himself. Additionally he has a keen interest in Urdu poetry, both writing and reciting it.

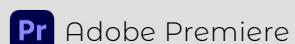
Education

 National Institute of Design (NID) Ahmedabad	Jul 2022 - May 2024
Master of Design - M.Des, Film and Video Communication	
 Jb Institute Of Engineering and Technology (JBIET)	Aug 2017 - May 2021
Bachelor of Technology - BTech, Computer Science (CSE)	
Narayana Junior College Hyderabad	Jun 2015 - May 2017
Intermediate, MPC	

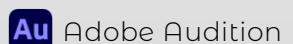
Creative Skills

- Script Writing · Film Direction · Cinematography · Field Recording · Color Correction · Foleys · Sound Design
- Production Design · Graphic Design · Video Editing · Mastering ·

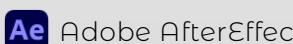
Software Proficiency



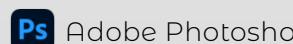
Adobe Premiere



Adobe Audition



Adobe AfterEffects



Adobe Photoshop



CorelDraw



Filmora



Adobe InDesign



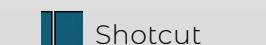
DaVinci Resolve



Corel VideoStudio



Final Cut Pro



Shotcut



Final Draft

Work Experience

Art Direction Team

[Aava De - Gujarat Titans Official Anthem IPL 2024](#)

March 2024

Multimedia Specialist

October 2022 - Present

Awards & Achievements

Dakhni Mizaj

[Best Documentary Short Film Winner - Thilsri International Film Festival](#)

April 2024

Other Work Experiences

PowerSchool Bangalore

Associate Software Engineer

Oct 2021 - Sep 2022

Unikon Designs

Content Manager & Graphic Designer

Aug 2018 - July 2021

AliensFest 3.0 - India's Largest Technology & Career Conference

College Lead

July 2018 - Oct 2018

Hazel Studio

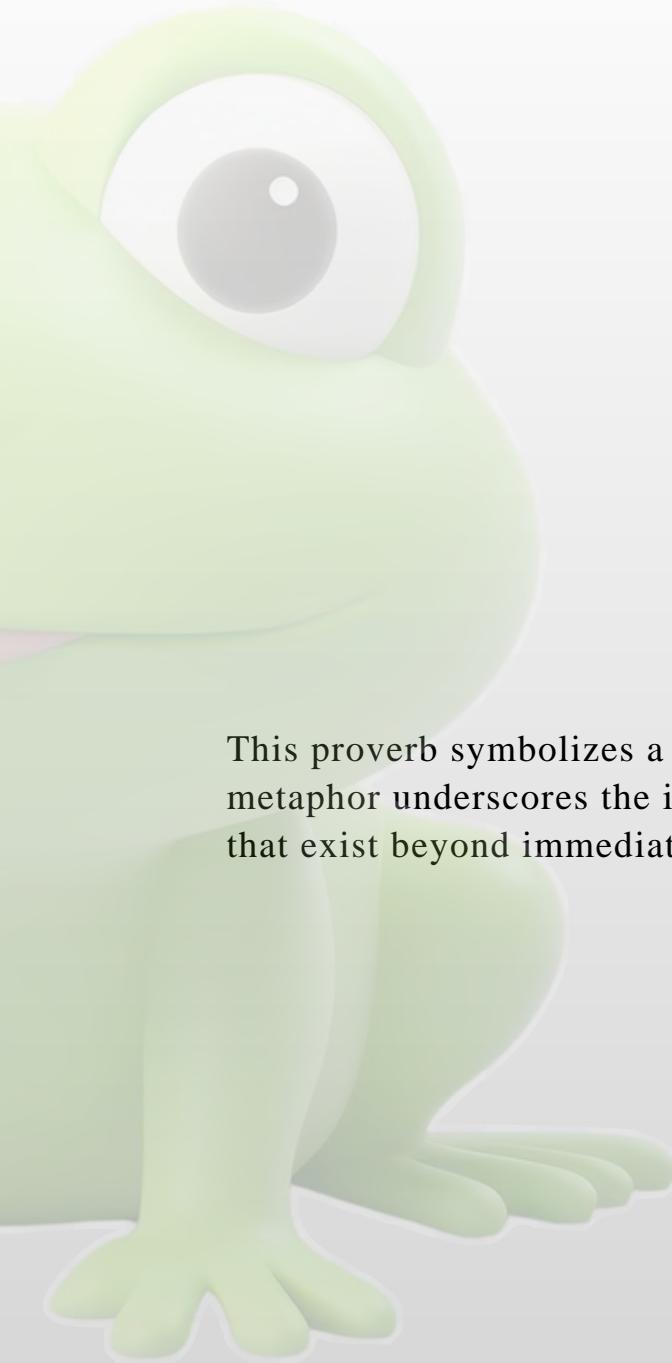
Social Media Content Manager

Oct 2017 - Sep 2018

Filmography

S.No.	Project Title	Project Type	Roles	Timeline
1	家·箱 - Home Landing	Short Documentary	Shoot Direction>Edit	May 2024
2	دکھنی میزاج Dakhni Mizaj	Short Documentary	Shoot Direction>Edit	April 2024
3	Juice Se Leke Biscuit Tak	Short Fiction	Direction>Edit	November 2023
4	TVC on NIKE Believe	TV Commercial	Direction>Edit	May 2023
5	PSA on Mental Health	Public Service Announcement	Direction>Edit	May 2023
6	Ehsaas	Radio Drama	Record Direction>Edit	February 2023
7	Kynikoi	Short Fiction	Production Design	November 2023
8	ഇന്സാൻസ് - Insanity	Short Fiction	Production Sound	November 2023
9	Iqbaal	Short Fiction	Cinematography	November 2023

YOU ARE ONE STEP AWAY FROM ENTERING INTO
BEHIND THE SCENES



“A frog in a well.”



井底之蛙 (jǐng dǐ zhī wā)

This proverb symbolizes a person with a limited perspective, akin to the frog at the bottom of a well in the Chinese proverb. This metaphor underscores the idea of being confined to a narrow viewpoint, unaware of the vast possibilities and broader perspectives that exist beyond immediate surroundings.



1

.:寻找中国青年电影计划 - 辽宁版

Looking China Youth Film Project - Liaoning Edition:



I was honored to be one of the 10 young filmmakers selected from around the world for the prestigious Looking China Youth Film Project.

As part of the Liaoning edition, I traveled to Dalian City in Liaoning Province, China, to create a short documentary. This immersive experience allowed me to delve deeply into the local culture, interact with the community, and capture the essence of Dalian through my lens.

"Home Landing (家·箱)" offers an intimate, observational glimpse into the life of a truck driver at Dayaowan Port in Dalian City, Liaoning Province, China.

The Chinese title "家·箱" cleverly plays on the dual meanings of its characters—家 (home) and 箱 (box)—which together signify "hometown."

This evocative title sets the stage for a documentary that explores the intersection of personal and professional realms.

Through the lens of the truck driver's daily routine, the documentary captures the fascinating simplicity of life amidst the repetitive yet vital operations of a bustling seaport.

Read the Chinese news article here (may require vpn/proxy):
<https://mp.weixin.qq.com/s/KYPSFhYKwWRAp-qYbeUwQw>

(Paste the above link [here](#))





The film showcases the immense machinery, containers, and vehicles that define the port's landscape, juxtaposed with the driver's personal life interwoven among these regular work operations.

The film paints a vivid portrait of the common people who keep the global economy moving, celebrating their quiet dedication and the understated elegance of their everyday work. By emphasizing the harmony between home and labor, the film showcases the unseen heroes of the modern world and their journey back to the heart of what truly matters—family.



I aimed to capture the quiet dignity and profound simplicity of a life dedicated to hard work and family.

By contrasting the colossal machinery and bustling activity of the port with the intimate moments of the driver's personal life, I sought to illustrate the delicate balance between labor and love.

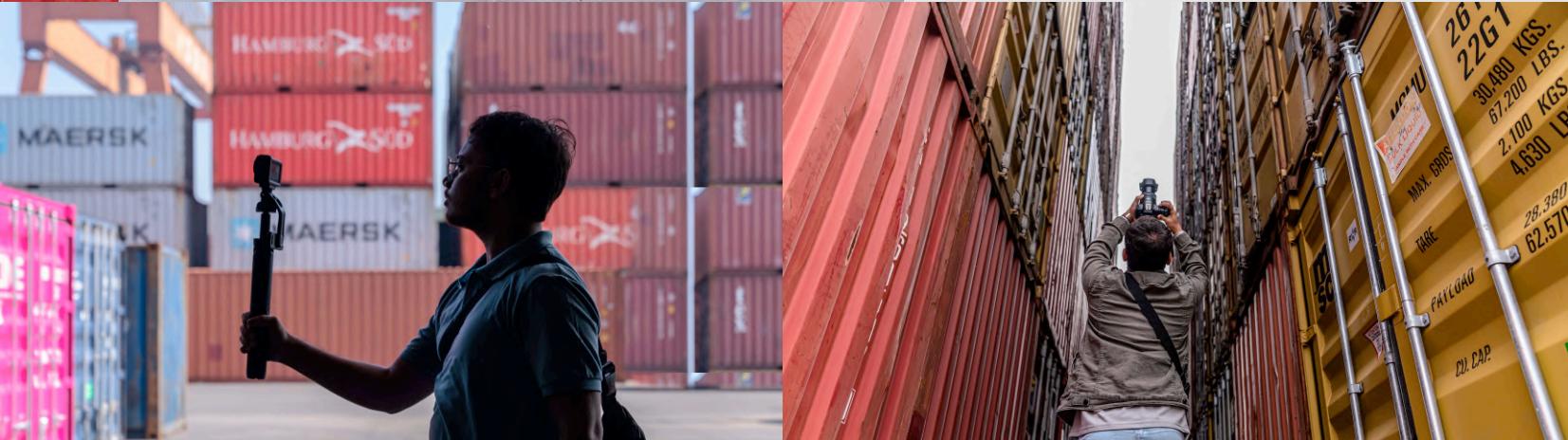
This film celebrates the human spirit, resilience, and the quiet beauty found in the rhythms of everyday life.



This project not only honed my filmmaking skills but also enriched my perspective on cultural storytelling.

Watch the film here:
<https://filmfreeway.com/HomeLanding>

Password: DAYAOWANPORT



What does a monkey know of the taste of ginger?

بندر کیا جانے ادک کا سواد

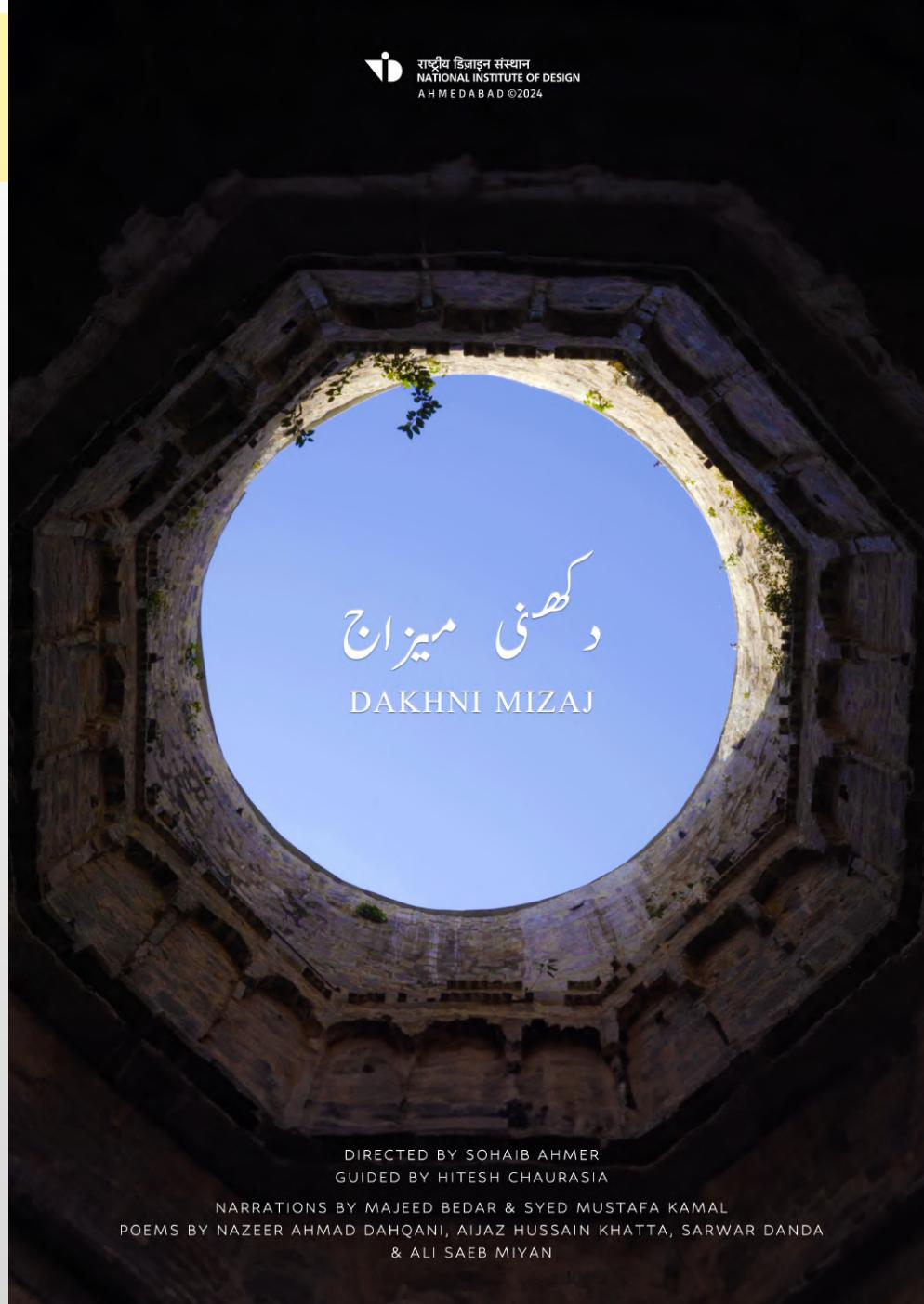
This proverb highlights that some individuals are unable to appreciate or understand the value or quality of something due to their lack of knowledge or experience. It underscores the idea that true appreciation requires a certain level of understanding and sophistication.

2

دکھنی میزاج ::

DAKHNI MIZAJ ::





राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN
AHMEDABAD ©2024

Embarking on a journey to explore my linguistic roots, I discovered the hidden depths of Dakhni, a language I had unknowingly spoken all my life. This revelation transformed my passion for Urdu poetry into an in-depth documentary, "Dakhni Mizaj"

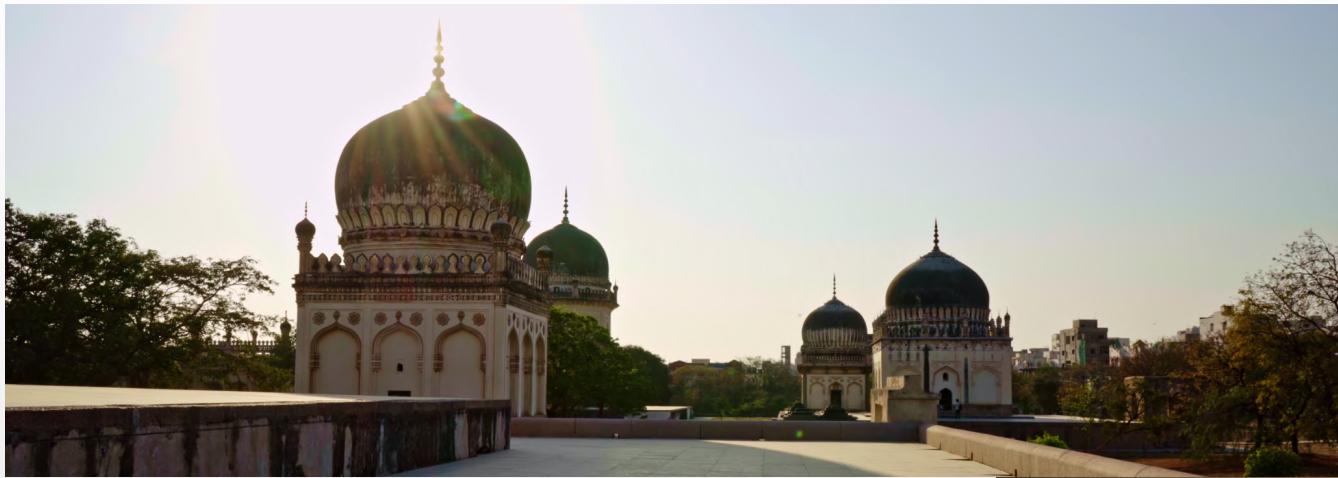
Urdu, my mother tongue, has always captivated me with its poetic beauty. Growing up, I immersed myself in its rhythmic verses, feeling a profound connection to my cultural roots. However, I was unaware of the linguistic richness of the daily slang I spoke. Known as 'Dakhni,' derived from 'dakkan' (Deccan), I only recognized it as a regional term, not a distinct language.

Discovering that what I thought was casual Urdu was actually Dakhni was a revelation. This realization sparked deep curiosity, leading me to explore further. My journey began with a desire to honor my love for Urdu poetry through documentary filmmaking. Researching Dakhni, I traced its historical evolution and blend with Dravidian languages.

Learning more connected me deeply to my roots. Speaking Dakhni unknowingly all my life, I uncovered its true name and cultural significance. This journey was not just linguistic but personal, reclaiming overlooked aspects of my identity.

Research uncovered Dakhni's syntax, vocabulary, and poetic tradition, revealing its beauty and literary depth. Discovering a wealth of Dakhni poetry inspired 'Dakhni Mizaaj,' a labor of love merging my passion for Urdu poetry with filmmaking.





The documentary delves into Dakhni language and its poetic legacy, narrated by two voices. It explores the language's roots, evolution, and blend with Dravidian languages.



Highlighting syntax, vocabulary, phonetics, and literary forms, it presents poems by four eminent Dakhni poets, showcasing its lyrical charm.



While acknowledging its colloquial humor, the film uncovers its profound poetry, reshaping perceptions and nurturing cultural appreciation.

The film features poems penned by notable Dakhni poets Nazeer Ahmad Dahqani, Aijaz Hussain Khatta, Sarwar Danda, and Ali Saeb Miyan, showcasing their significant role in enriching the language's literary heritage.

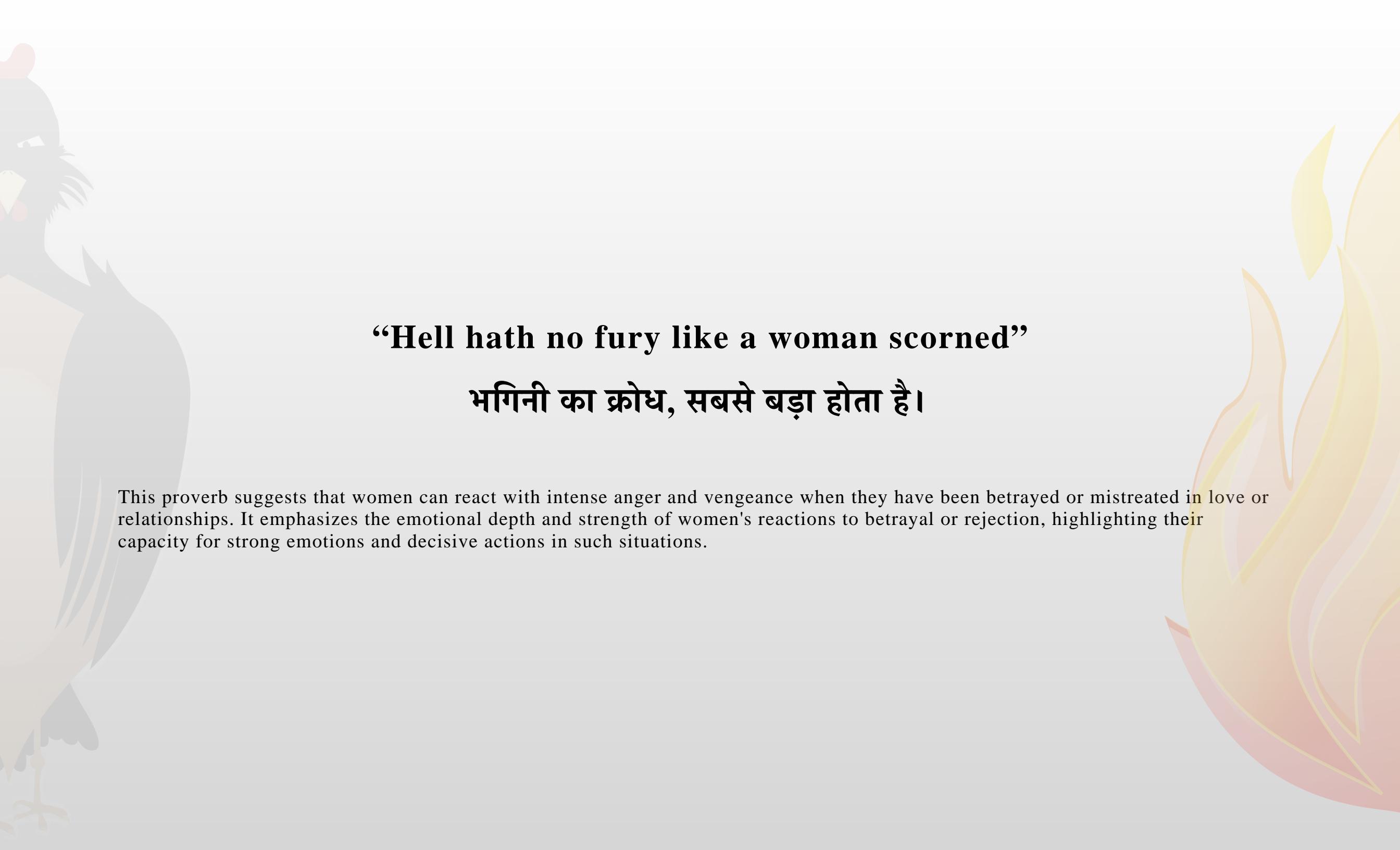


"Dakhni Mizaaj" remains my finest work, deepening my connection to my linguistic heritage and contributing to our cultural tapestry..

Watch the film here:
<https://filmfreeway.com/DakhniMizaj>

Password: DOCUDAKHNI360





“Hell hath no fury like a woman scorned”

भगिनी का क्रोध, सबसे बड़ा होता है।

This proverb suggests that women can react with intense anger and vengeance when they have been betrayed or mistreated in love or relationships. It emphasizes the emotional depth and strength of women's reactions to betrayal or rejection, highlighting their capacity for strong emotions and decisive actions in such situations.

3

.: जूस से लेके बिस्किट तक

JUICE SE LEKE BISCUIT TAK :.



Juice se leke Biscuit Tak



DIRECTED & EDITED BY SOHAIB AHMER

GUIDED BY SAVYASACHI ANJU PRABIR POSTER BY ADOBE GENERATIVE AI
PRODUCTION S GREESHMA SOUND ABHAY P CAMERA THEERTHA PRAKASH
FEATURING RAJ MEHTA & HEER UPADHYAY

My aim was to craft an amusing yet insightful narrative that delves into the complexities of societal dynamics, particularly focusing on the transformative experience of women entering marital life.

In conceptualizing my debut fiction film, 'Juice se leke biscuit tak' (From Juice Till the Biscuit), I embarked on a journey to explore the comedic genre without relying on slapstick humor.

The story begins with Samar and Shreya's hesitant matrimonial rendezvous at a quaint cafe, where their awkward yet endearing interaction sets the tone for the narrative. Samar, striving to avoid missteps, and Shreya, keenly observing his every move, unexpectedly find a connection amidst their nervous banter.

As Shreya steps into her new role within Samar's family, portrayed with nervous anticipation on her first day, the film escalates towards its climax. Shreya's assertion of authority leads to a surprising reaction from Samar and his family, challenging longstanding traditions and expectations.





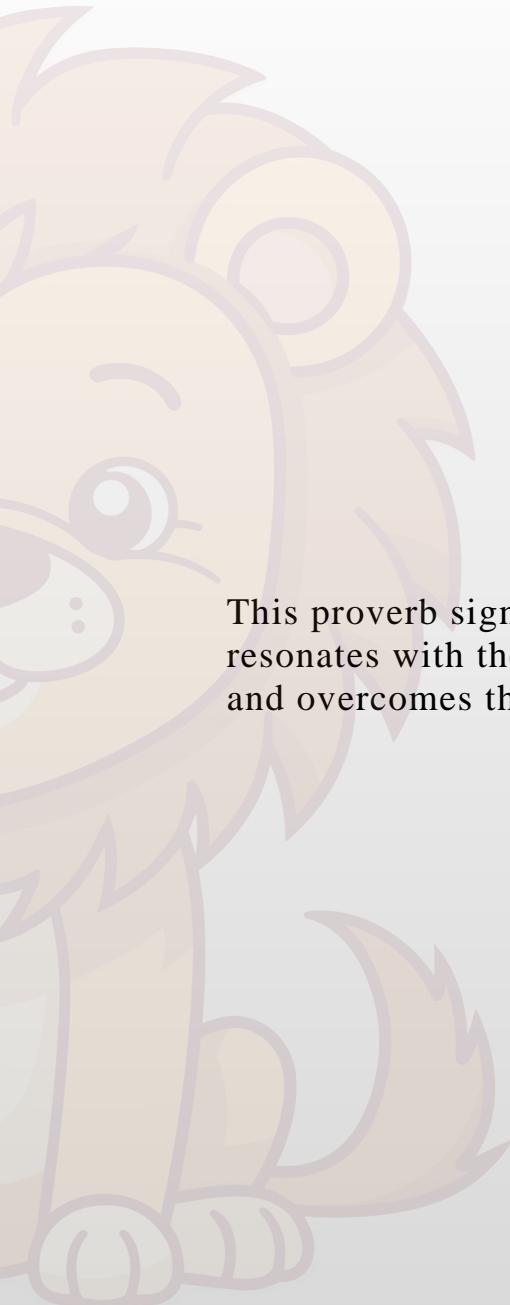
This film not only aims to entertain but also to empower, presenting a humorous yet thought-provoking portrayal of the challenges faced by women navigating new roles and relationships within a traditional setting.

Through this project, I endeavor to highlight the profound shifts and societal critiques embedded in the comedic narrative.

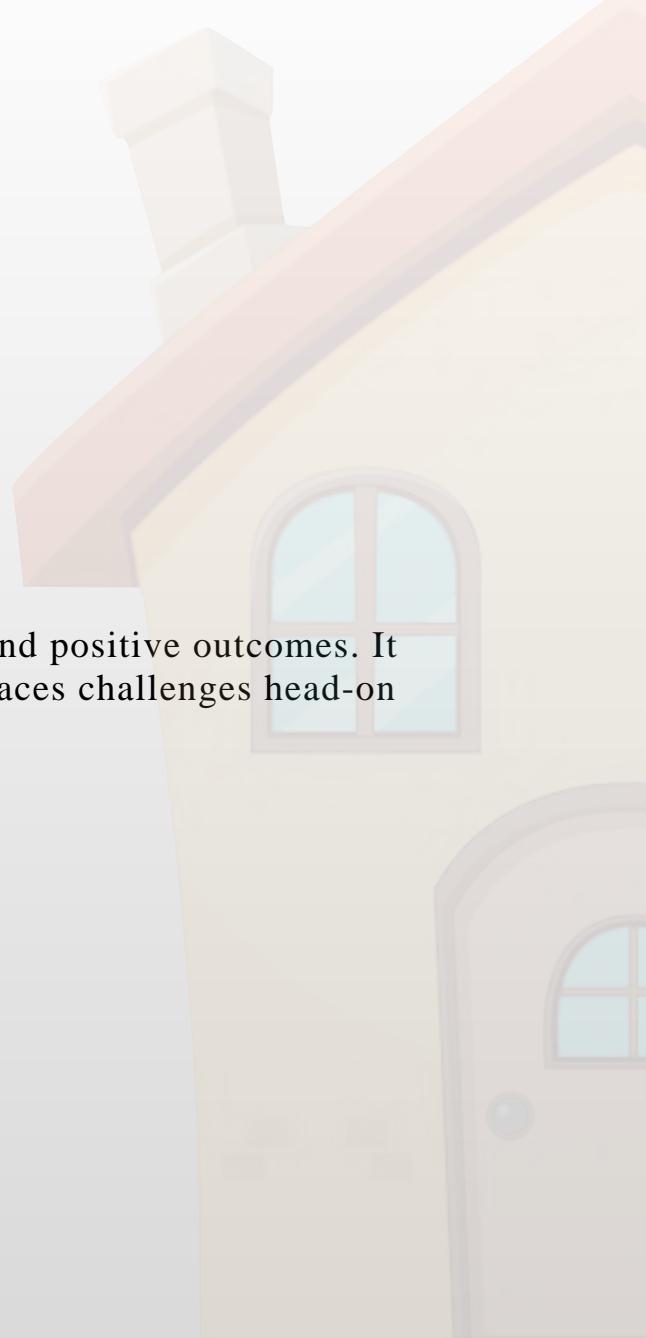


Watch the film here:
<https://filmfreeway.com/JuiceSeLekeBiscuitTak>

Password: JUICETIME



"Fortune favors the brave"



This proverb signifies that those who are courageous and take bold actions are often rewarded with success and positive outcomes. It resonates with the theme of resilience and empowerment depicted in the commercial, where the protagonist faces challenges head-on and overcomes them through wit and determination.

4

.: TV COMMERCIAL ON NIKE :.

DESIGN PROJECT 1 (TVC) ON NIKE

BELIEVE



My approach centered on crafting a compelling narrative devoid of typical music and transitions. Instead, I focused on creating a serious and impactful scene—a brief yet powerful moment that speaks volumes.

For this Nike TV commercial themed 'Believe,' I aimed to depart from traditional advertising conventions.

The storyline unfolds with a young girl navigating a desolate midnight road, setting the stage for a suspenseful encounter with troublemakers blocking her path. The narrative hinges on her response to adversity: will she succumb to danger, or will her wit and resourcefulness help her evade the looming threat?

This ad aims to resonate deeply with viewers by challenging them to engage on a profound level. It eschews traditional ad elements to deliver a message of resilience and empowerment, aligning closely with Nike's theme of 'Believe.'



Through minimalistic yet evocative storytelling, the commercial invites audiences to contemplate the protagonist's journey—a testament to courage and determination in the face of challenges.



Watch the film here:
https://filmfreeway.com/sohaib_tvc_nike



Ultimately, this commercial for Nike stands as a testament to the brand's commitment to inspiring belief and fortitude, urging viewers to embrace their inner strength and defy obstacles with unwavering resolve.





"A burden shared is a burden halved"

This proverb implies that when you share your problems or difficulties with someone else, it can make those challenges feel less overwhelming and easier to manage. By confiding in others and seeking support, individuals can lighten their emotional load and find comfort in knowing they are not alone in facing their struggles. The proverb underscores the value of communication and connection in alleviating stress and fostering resilience in difficult times.



5

.: PUBLIC SERVICE ANNOUNCEMENT ON MENTAL HEALTH :.

DESIGN PROJECT 1 (PSA) ON

MENTAL HEALTH

DIRECTED & EDITED BY SOHAIB AHMER GUIDED BY SHILPA DAS



CAMERA THEERTHA PRAKASH SOUND SUDIPTA SAGAR KALITA
PRODUCTION PRIYANSHI PRIYadarshni ATTENDANT BALOTIYA DASHRAT DHARMICHAND
CAST SPANDAN SHAH, PARUL RAJYAGURU, ADARSH ARYAN, AISCHARYALAXMI SAHU
BACKGROUND SCORE UNDERTOW - SCOTT BUCKLEY VOICE OVER MADHUMITHA RAGURAM, HEMANT SHARMA

In crafting this public service announcement on mental health, I set out to depict the poignant journey of Rizwan, a recent graduate struggling with unresolved academic challenges. The storyline revolves around his inability to communicate with his concerned parents, who are unaware of the internal turmoil he faces.

The narrative delves into the pressures young adults experience immediately post-graduation, where societal expectations to secure a livelihood weigh heavily.

Through Rizwan's story, I aimed to shed light on the profound impact of these pressures, which often go unnoticed by those around him.

My directorial focus was on portraying the contrast between outward appearances and inner struggles. Despite Rizwan's apparent silence towards his parents' queries, the PSA reveals the emotional burden he carries from past academic setbacks. This juxtaposition aims to resonate with viewers, encouraging empathy and understanding for individuals silently battling mental health challenges.





In exploring Rizwan's story, the PSA highlights the stigma surrounding academic setbacks and mental health in society. It addresses how societal pressures and expectations can exacerbate feelings of inadequacy and isolation among young adults, contributing to their reluctance to seek help or open up about their struggles.

Ultimately, this PSA underscores the importance of recognizing and addressing mental health issues, offering a compassionate narrative that prompts reflection on the unseen struggles faced by many young individuals.



Watch the film here:
https://filmfreeway.com/sohaib_psa_mentalhealth

~~THE END~~

PICTURE ABHI BAKI HAI MERE DOST