



Vinay A. Parade

**Photographer, Studio Process Consultant, Art Director
and Trainer**

CORRESPONDENCE DETAILS

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PROFESSIONAL PERSONA:

I believe in pushing the art of photography using creative, conventional & unconventional methods to take the subject to a level that is deeper, easier & soul-connecting for the audience; At the same time, work and set processes to ensure that the numbers make sense to the client. I strive to achieve imagery results as close to the client specifications as possible and suggest better solutions wherever feasible.

My Motivation is to continuously learn, visualize and interact with amazing people. This virtue every project has kept me going for the last 14 years and enabled me to deliver excellence.

ACADEMIC QUALIFICATION

<i>Degree</i>	<i>Institution</i>	<i>Duration</i>	<i>Specialization</i>	
Photography (ATC)	JJ School of Applied Arts, Mumbai.	2006 - 2007	Photography	
Bachelor of Engineering	Amravati University SSGMCE, Shegaon	1999 - 2005	Computer Science	70%
Higher Secondary Certificate (HSC)	Maharashtra State Board Mumbai	1999	Science Stream	78%
Secondary School Certificate (SSC)	Maharashtra State Board Mumbai	1997		76%

RELEVANT WORK EXPERIENCE

18 Percent Grey Studios

Business: *Providing High Quality Imaging to Clients across industries.*

Designation: Founder, Photographer, Mentor, Art Director, Guide.

Duration: **February 2014 till Date.**

After myntra, I wanted to test if I could setup and manage studios across geographic localities. This challenge transformed into a multi city studio dream in the form of '18 Percent Grey' Studios with presence in Navi Mumbai, Bhiwandi and Bangalore.

Marketing and sales.

1. Develop a target market plan and designed services catering to the segment
2. Responsible for new customer acquisition
3. Existing customer relationship management and identify opportunities or collaboration
4. Handle PnL of entire operations and identified areas of improvement

Operations

I interviewed, hired, trained and guided teams in Mumbai and Bangalore to come up with processes that will be efficient and run across geographies. I collaborated with talented editing teams in multiple locations. The highlight of this project was that we had shoots wrapping up successfully simultaneously in multiple locations including one shoot out of the country aswell.

Finance

1. Billing to customers for services rendered
2. Payments to vendors, employees and partners

Now, after having successfully run operations for more than 18 months, I feel it is time to hand over the brand to the amazing people (My Team) who helped me at every stage to realize a certain dream to pursue excellence.

Myntra Designs Pvt. Ltd, Bangalore.

Business: *One of the Leading Fashion E-Commrce portal in India.*

Designation: Freelance Consulting Art Director and Subject Matter Expert (Catalog Division)

Duration: **April 2013 till January 2014.**

Develop a roadmap for the Catalog function based on the overall organization's strategy and the Strategic plans of internal stakeholder functions, viz. Marketing/Branding, Sales and Category Management.

In Myntra I managed the following aspects:

1. Revised image specifications, prioritized features, built consensus & drove product upload schedules with category managers and other key functions.9
2. Conceptualized, directed and managed photo shoots aligned to the intent and brand of Myntra
3. Introduced novel methods with lighting techniques which made the product look more appealing and at the same time stick with an honest visual representation of the merchandise resulting in better customer experience and improved sales.

4. Liaised with production, retouching, merchandise and operations teams to ensure quality images and product content
5. Brought creative ideas to maintain myntra.com editorial homepage - Strive for ways to elevate and evolve sale pages through photography to maintain freshness
6. Managed shoots, timing and logistics, to accomplish high shot counts
7. Directed fashion, sports and accessory catalog/content managers
8. Cover fashion market for all fashion, beauty and cover shoots
9. Interview, Select and train photography and editing resources for the company. Also develop training Schedules and roadmap for future hiring.

Jaypore E-Commerce Pvt. Ltd, Mumbai.

Business: Sell Indian handmade, design centric products to the US markets

Designation: Head - Production

Duration: March 2012 till October 2012.

My responsibilities included:

1. Conceptualizing, Styling, Shooting and directing the entire visual product information process.
2. Setup workflow processes to improve efficiency and throughput of the proposed studio setup.
3. Set an Appealing Image Guideline for different Product types so as to highlight their Design Elements.
4. Contribute ideas into E-Commerce App development.

The studio has been operational at full capacity from April, 2012 onwards.

Utsav Fashion Pvt. Ltd, Kolkata.

Business: Selling Indian Ethnic Garments across the Globe, majorly in the US, UK and Canada.

Designation: Head - Studio

Duration: December 2011 till March 2012.

My responsibility included:-

1. Charting plans, projecting setup and running costs, laying out a blueprint of the multi -floor photo studio to be setup in Delhi, Kolkata.
2. Directing the entire setup process including resource hiring and training Photographers and Image Editors at Kolkata. Even making sure that the electrical fittings are laid out for optimum use.
3. Setting up workflow processes to improve efficiency and throughput of the proposed studio setup

Freelance Photographer, Mumbai.

Designation: Photographer

Duration: August 2001 till date.

I have been a freelance photographer for almost a decade and a half. In this period, I have experimented with almost all genres of photography including Fashion, Product, Architecture and Space Design, Industrial, Corporate Profiles, Bollywood movie stills, Events, Pre-production publicity stills, Modelling and Acting Portfolios, Wildlife, Nature, Landscapes, Still Life, Travel, etc.

My previous education as an engineer, helps me grasp the technicalities and the physics of a particular shoot. JJ School of Applied Arts helped me master the concept of introducing the element of art in my work through colour, form, emotions and artistic compositions all leading to a more appealing image according to the clients vision.

OTHER RELEVANT WORK EXPERIENCE:

Volkswagen India

Business: One of the World's leading Car Manufacturer from Germany.

Designation: Studio Consultant.

Duration: January 2011 till August 2011

Volkswagen is one of the largest German car manufacturer. For their plant in Chakan, Pune, they wanted an in-house studio setup for taking images of car assemblies as well as individual parts. I was hired as a third party photographer-consultant to help them analyze the imaging needs as well as providing 2-3 workable solutions with respect to the lighting equipment and the studio setup including a turntable for the cars. And finally to train their employees to handle the high end lighting and camera systems.

1. My work included coordinating between the importer/supplier and the R&D dept of VW as per the solution being considered.
2. Final Installation of the studio system and training 2 employees for operating the Lights, Cameras and Products so that they can shoot in-house.

Burrrp! Inc

Business: The First Food and Restaurant review websites in India.

Designation: Senior Photographer.

Duration: MARCH 2006 till August 2010

Burrrp.com is an online platform exploring all the food business ventures in a particular city. As of now, the site provides reviews for local businesses such as Hotels, Restaurants, Bars, Nightlife from various parts of the country. I had been working in the core data team with the following as my deliverables.

My work included Managing a team of 5-6 photographers in cities of Mumbai and Bangalore to cover the best and the remotest Restaurants and Eateries.

Photography Workshops conducted at the below mentioned Educational Institutes.

1. Have been taking workshops for the last two years at Ecole Mondiale International School, Juhu during their Art Week.
2. Talks on Photography as an Art and career at D.Y. Patil International School, Nerul along with a seven day Photography Workshop for grade 11 students.
3. Workshops on photography at NIFT(National Institute of Fashion Technology), Mumbai in the Fashion Communication Department.

Apart from this, I also conduct private workshops and tutoring in Professional Photography in a One to One Interaction Learning Model. Some of my students have gone on to become professional photographers in their own right.

Visiting faculty for photography at NIFT, Mumbai

Business: One of the Premier Fashion College in the country.

Designation: Visiting Faculty (Photography - Fashion Communication).

*Duration: **June 2011 till November 2012.***

For the 2011 Batch, I have helped the students of Fashion Communication on their journey of understanding the nuances and techniques of fashion and apparel photography.

During 2012, worked with a set of final year students from all the streams at NIFT to help them understand the present day industry standards and specialized techniques of Product Photography. And in this process I have improved on my understanding of the Fashion industry in India. In return what I learnt being with the students was an unending enthusiasm and the courage to reiterate the existing process to try out something new and adventurous.

SIES College, Nerul.

Designation: Visiting Faculty (Photography - BMM)

*Duration: **November 2009 till November 2011***

I was teaching the Mumbai University's syllabus for photography to second year BMM students. Apart from the Said syllabus suggested by Mumbai University, we covered some more aspects to develop creativity and interest in the students towards photography as an art and career.

1. Arranged for Studio Fashion shoot in the college so that students can get a hands-on experience of a live photo shoot.
2. Encouraged and guided the students to create Stop motion Short films as project work.

REFERENCES TO BE PROVIDED ON REQUEST.

Visit www.vinaay.in to view a cross section of my Work and Passion .