# ASHISH ANIL PEREIRA

**VIDEOGRAPHER | CINEMATOGRAPHER | CONTENT PRODUCER**

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## Professional Profile

London-based videographer, cinematographer and content producer with 6+ years of experience creating commercial campaigns, social-first films, documentaries, music videos, short films and event coverage. Founder and Creative Head of Luma UK Ltd, leading work from creative development and production planning through filming, post-production and client delivery. Combines cinematic lighting and camera craft with a practical understanding of brand storytelling, platform formats and audience attention. Multiple commercial videos have exceeded one million views.

## Core Skills

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| **Cinematography and lighting** | **Creative direction and concepts** | **Short-form and social video** |
| **Camera and gimbal operation** | **Editing and colour grading** | **Production and client delivery** |

## Professional Experience

### Founder, Creative Head and Director | Luma UK Ltd — Oct 2024 - Present

United Kingdom

- Lead commercial and social-first productions for hospitality, lifestyle and professional-services clients, translating business objectives into clear visual concepts and platform-ready films.
- Own the end-to-end creative workflow across concepts, scripts, shot planning, cinematography, lighting, directing, editing, colour grading, approvals and final delivery.
- Created multiple videos exceeding one million views and developed repeatable content formats supporting reach, engagement and brand visibility.
- Coordinate client communication, shoot schedules and freelance collaborators while maintaining consistent creative and technical standards across simultaneous accounts.

### Head of Filmmaking | 10boxx — Apr 2023 - Mar 2025

United Kingdom

- Organised, filmed and delivered branded and event content from pre-production and stakeholder coordination through camera coverage, editing and final delivery.
- Worked effectively in fast-moving live environments, adapting shot plans to changing schedules while protecting the required story and coverage.

### Content Creator | House of Computer — Sep 2022 - Mar 2025

United Kingdom

- Managed day-to-day social media content and produced promotional videos aligned with the company's brand, services and communication priorities.
- Planned, filmed and edited regular content while maintaining consistent publishing and audience engagement.

## Selected Commercial Projects

Responsibilities across all selected projects: client management, content design, shooting and delivery.

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| **Nala -** Brand story and lifestyle production | **Urban Stack -** Social-first match-cut campaign |
| **Tiien Thai -** Hospitality brand storytelling | **Gopiz -** Concept-led short-form campaign |
| **Kalyani -** Restaurant campaign production | **Dhe Chayakkada -** Human-led brand story |
| **Sterling Street -** Corporate event coverage | **Aroma -** Food advertising content |

## Additional Production Experience

Director of Photography across narrative short films, documentaries and music videos, collaborating with directors on visual language, lighting, composition, lens choices and camera movement while adapting to location, schedule and budget constraints.

## Education and Award

**MA Cinematography for Film and Television** | Bournemouth University | 2021 - 2022
**BSc Visual Communication** | SRM University
**Best Short Film Award** | Happy Hour | University Award | 2021

## Technical Skills

Adobe Premiere Pro, After Effects, DaVinci Resolve, Adobe Creative Suite and Canva | Sony camera systems, lighting, gimbals, wireless audio, action cameras and mobile production