

ashar

Curriculum Vita & Portfolio
www.ashar.info



Ashar Waheed

Filmmaker | manager | designer

Biography

I pitch myself and my capacity as a person capable of bringing the best out of people, with my strong team building skills and knowledge, man-management is an art which I believe, preach and practice. Over the years I built my values during the best days of NSS (now MNDF) influenced by military leadership/follower-ship principles. After graduating in the field of Business I was keen in introducing the management and team skills to the servicemen and was in luck to run several management workshops and seminars for ranks and files of MNDF for over a period 6 years.

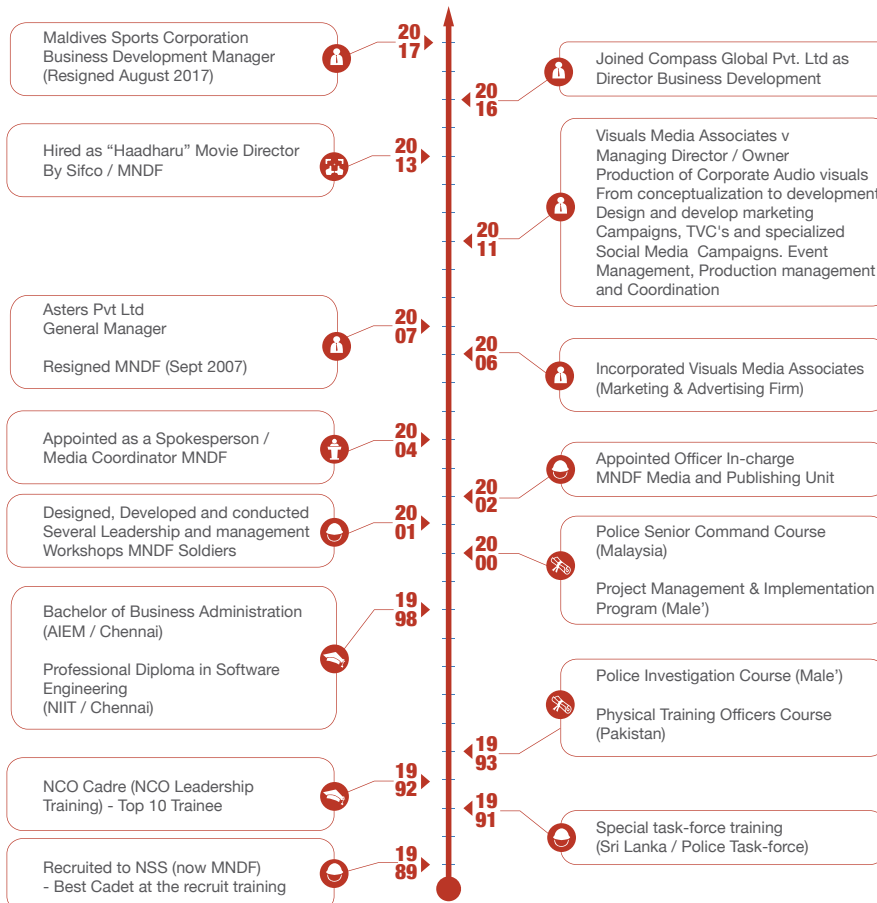
I left MNDF (2007, voluntary retirement) and was offered a job at Asters Pvt. Ltd. as a General Manager. Next four years I had this remarkable experience in mixing corporate best practices in a performance based management system with a hint of "mild" MNDF discipline. This resulted in an exceptional outcome which reflected in 200% increase in NP. Also in a very short span of time I was able to establish relation and dealership with leading international brands like IBM, HP, Lenovo and Epson to name a few.

2011 was another turning point in my carrier. I established my own marketing & production firm, since I then have extended my service to several local and few international companies. In a broader sense I was able to practice marketing and TVC production skills with companies like, Island aviation, STO, MTCC, Airport Company etc. International major clients that I have worked alongside with are UNDP, UNFPA, Brother etc.

Even while serving in MNDF and aftermath I find my creative side as a passion to work in projects in multiple formats like stage, TV and to mass audience. Hence this interest in creative medium fused with business management has always brought the best in me. (Listed below are projects I have done mostly for MNDF even after my voluntary retirement) Here too I believe, my success in delivering those project is in debt to the my "people skills."

Given an opportunity to perform in this capacity, be assured that this decision will payoff in terms of commitment, professionalism and tangible results.

Professional Time-line



Professional Skills

Software

Ps
●●●●●
Adobe Photoshop

Pr
●●●●●
Adobe Premier Pro

Ae
●●●●○
Adobe Aftereffects

iL
●●●●●
Adobe Illustrator

iD
●●●●○
Adobe InDesign

Fl
●●●●●
Adobe Flash

C4D
●●●●○
Maxon Cinema 4D

CAD
●●●●○
Autodesk Autocad

Sp
●●●●●
Sketchup Pro

Zb
●●●●○
Zbrush

Ff
●●●●○
Frameforge 3D Studio

Sd
●●●●●
Shot Designer

Programming

C++
●●●●●
Visual C++

CSS
●●●●●
Cascade Style Sheets

S
●●●●●
Swift

html
●●●●●
Hyper Text Markup Language

Specialist Skills

Non-Linear Editing

Film Direction

3D & Animations

Story writing & Dramatics

Content Development

Promo Design & Development

Concept Design

Graphics Design

Web Designing

Storyboarding

Strategic Marketing

TVC

Project Management

Team building Instructor/ Lecturer

UI / UX Design

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Awards / Achievements

Awards

"Bilaah" (TVM Teledrama Tournament 2005)
Best Director / Screenplay / Best Drama

"Fithuna" (TVM Teledrama Tournament 2003)
Best Director / Screenplay / Best Drama

Judge

Crystal film Awards
2006 & 2007

National Film Awards
2007 & 2008 MFA 2011

Notable Projects

Movie: Haadharu (July 2016)

After several short format films and documentaries later, I was finally awarded by MNDF to make a full feature film for a script by locally famous writer Binna Ibrahim Waheed, a movie inspired by a real life incident. It was like a dream come true. I was lucky enough to have a wonderful team of talents available at MNDF and ventured into "Haadharu" project with tremendous enthusiasm. Edited the screenplay, storyboards, designed staging, casting, trained actors etc followed during the course of the months. Apart from Directing, I had the privilege of editing the movie. The film was released on July 16th 2016 and ran full-houses at 2 theaters in the Maldives.



Creative Projects

Over the last 9 years I have developed more than One Hundred and Twenty TV Commercials and Hundreds of Design works. Developed TVC and Video Spots for clients like STO, Alia, MOC, Brotherhood Group, Eyecare, Scope, Nalahiya, MTCC, UNDP, SHE, UNODC, IAS, MTCC,



TVC's

Musicals & Stage Shows

Independence Day Musicals for MNDF: BODU THAKURUFAANU (2013) | SALAMATHUGE ALIKAMAH (2008) | DRUM SHOW (2007) | ODI (2006) | TAPDANCE (2004) | STORY BOOK (2003) | DHONBANDAARAINGE JIHAADH (2001 co-directed)

- MNDF Anniversary shows (2001 to 2007)
- MNDF Anniversary Event Musical (2007)
- Special Force Graduation Event (2008)
- Mr. MNDF Show content & direction (2010)

Dramas & Mini Series

Nuruhunas (2015) | Kaaku Kikey Key (2012) | Kuli nurakaa Show | Enburi Aadheveyne (2010 miniseries, VTV & Police) | Edhurube Online (2009 miniseries, TVM) | Dhandifan Dhathuru (2006, Historical Miniseries TVM) | Bilaah (2005 Teledrama, TVM) | Husbulhi (2005, miniseries, TVM) | Ethunmathin Mithunmathin (2004, drama, TVM) | Lahgandu (2004 Teledrama, TVM) | Fithuna (2003 Teledrama, TVM)

Documentary Films

MNDF Documentary Film (2003) | Tsunami MNDF Efforts Documentary Film (2005) | Nov 3rd Documentary Film on Cpl. Hussain Adam (2005) | Tsunami Documentary | Maldives Ports Limited Documentary | MNDF Documentary (2011) | MWSC Corporate Video 2014 | BDSC 2012 (Highrise / MOED | Island Aviation Destination Videos (2013)

Promos & Campaigns

Change your life Campaign (2010) | HIV/Aids Prevention Campaign (UNDP 2011) | MOTC (Maldives investment forum 2014) Booklet and Video Presentation | Tourism Reaches Youth (UNDP / MOT 2013) | Alternative Education Campaign (UNICEF / MOE 2015) | 48 hrs Challenge (SIWEC-MNDF 2016)



Recent Artwork
48 hrs Challenge
(SIWEC-MNDF 2016)



MNDF Days

Maldives National Defense Force (MNDF)

First Rank: Private. Last Rank Held: Lieutenant
January 1989 – August 2007

JOBS HELD AT MNDF

Police Headquarters (NSS ie. later MNDF)

- 1989 to 1994 & 1998 to 2000
- Investigation Office
- Patrol Sergeant
- Crime Prevention Officer
- Deputy at Security Division

Defense institute of training & education (DITE) Instructor/Lecturer (Management) (2000 to 2003)

As a management instructor I conducted over 50 management seminars and management workshops for leadership courses for NCO's and Senior NCOS, and lectured in many other courses and programs as a guest lecturer. My favorite area in teaching management is "Synergy and Dynamics of Teams." Even after leaving the job I have the opportunity to lecture on several occasions.

Media And Publishing Unit MNDF

Officer in charge (2003 to 2007)

As the officer in-charge of the Unit I was responsible for delivering all media and publishing services including implied services like running a press, photo studio, videography, official website management and maintaining inforchennel. I had a strong team of over 60 staffs working under me.

MNDF appointed media coordinator/ spokesman (2004 - 2007)

This is one of the most prestigious jobs I held at MNDF. Usually this appointment is held by staff officer. I was in-charge of entire media related work during my term of posting.

Addana (official MNDF magazine) MNDF

Editor / writer Lead designer (1998 to 2007)

I started working at addana, (additional appointment) as a writer / designer. Back in 1998 and later became the editor of the magazine. During my editorship I was able to introduce a weekly paper under the same name which is circulated in all installations of MNDF. My passion for designing made me continue designing a better part of magazine and mostly covers are done by me.



ashar as a Filmmaker

Film making has been my passion though out my life and for last 16 years I was lucky enough to put my talent in to practice. I started my first short film with the support of best mentors from the industry and the self acquired knowledge of the art. I have experimented over this decade and a half almost every possible cinematic avenue.

Story development, Writing the Screenplay, staging and storyboarding during the pre production span. Direction and Editing in the post-production stage are the functions i have practiced and am well versed with.

One might wonder why all this functions by a single person? In Maldives film-making is substantially small and availability of funds and resources are limited. However how much resources are limited I am proud to say that only thing that is unlimited and in abundance is my creativity, passion and commitment for film-making. I love to toy around with different subjects and narrate an entertaining story. Thats a ride I always eagerly awaits, every day.

My managerial skills also comes in handy when attending creative projects. Proposer planning, man management is not exempted in film-making, especially when you are a filmmaker/ project leader.



ashar as a Designer

Designing and concept art comes naturally. When I do design work I push myself to the limits in achieving the best and appropriate artwork for the project.

My command over illustrator, Photoshop and C4D reflects years of graphics designing experience. I have designed for UN & government bodies, and cooperate sector equally for last 15 years.

Should it be a logo or cooperate stationary or generic advertising artwork like flyer's, brochures, posters or booklets etc. Bringing out a stunning and an art work that contributes the growth of the client is may goal.

Infographics design plus social media artwork and animations/gifs is also among present trends. Producing modern out of the box and appealing artwork with design consistency across the platforms is quite a challenge. I have many a time taken that challenge and delivered to the expectation of the client.

Creativity and work ethics is sometime not very common. However with a seasoned freelancing creative professional I value timely delivery of my projects. That too is important to make an effective yet efficient approach to generate my designs. I take joy in doing graphics, this attitude breath life in to my artwork.



ashar as a Manager

This is the trade that I am trained for. I did my degree in Business Administration and well versed with theories and practice of the Management. I am good at organizing and delivering reliable results. Because of the market size, I have held a steady management posts as a keeper. I have lead teams manage projects handled media, ran business as a general manager and currently serving as a business development director at a local company.

I believe being creative in management jobs is the reason why I tick in these jobs. During my tenor of 4 years as a general manager at Aster, a local office supplies superstore, I have given exceptional results in terms of bottom line. Through out the 4 year tenor I held at Asters I was able to triple the total turnover and profit. Also done lots of mediation work to seek dealership opportunities with brands like IBM, Lenovo, HP, Epson, Kesperkey etc.

I am currently serving as Director business development for Compass Global. My main focus is to diversify the business arena and am dealing with international parties based in China, Finland, Holland, Greek, Dubai Singapore, India and Sri Lanka.

My creative approach t business makes me a one a kind team leader.

I am good with people. I only lead teams.

At business I add a hint creativity. At creative projects I add a dash business skills

Portfolio

This page contains some of the works I have done over the period 16 years and reflects hours of handwork, commitment and contribution of me and my team members in each and every project. Since I have been engaged in several formats of performance and visual arts I have enclosed few visuals from each segment of my work.

TVC's can be found on Youtube (channel: Visualads.) If you wish to see a specific area of my work please mail me so that I can share the work I have done in that particular segment.

"Haadharu" movie was one of the best project of my work life. I was able to apply my skills as filmmaker, designer and managed the project as a team leader during the film making process. I am capable of performing in this scale and eagerly waiting for similar opportunity to challenge the spectrum of my skills, once again.

As an Editor & Director
 Designs for Marketing Materials (Media kit, Posters, Billboards, T-shirts, Caps, Stationaries & tickets)

LOGO Design



Recent Work (2019 - 2020)

Covid-19 Awareness Posts for MC88



Covid-19 Awareness Viber Stickers



Docudrama "Dhonbandarain" for Ministry of Home Affairs. My scope of work include, Conceptualizing, Direction and Video Editing.

دھونبندارین



 Recent Work (2019 - 2020)

Logo Design



FB & Instagram Posts



Billboard



Corporate Branding, Coletrals and Website development for Hudhuma (Jan - 2021)



Storyboard



 **Recent Work (2019 - 2020)**

Animated video spot for Maldivian Blood Services



NCTC Awareness song's Video for UNDP (FEB - 2021)



MNDF Gaume'e Lava 2020 (Emenney) Video Production



Packaging Design for Luxrica (Singapore)



Amana Takaful 15 Year Event



Event Management

Docuamtry on Islamic Finance

Event Concept development

Animations and all design works for the event

Corporate Video

MNDF Events



MNDF Synchronised Drill Display - independence day 2019

MNDF Annual Show - Sifaufaa 2019