

Roopinder Sood

Director / Creative Director

Profile

Roopinder is exceptionally good at what he does he loves being on a project from start to finish. He is a creative polymath who our clients rely upon again and again. He has great management skills and is capable of working independently or heading up and organising large projects. He is multifaceted in that he can produce, shoot, direct, edit, vfx supervise, motion design and grade. He is able to get hands on if that is what the project requires.

He has a thoughtful demeanour and delivers beautiful work. His credits contain short films, music videos, commercials, corporate, documentary, children's TV, current affairs and factual entertainment. He can also put together a team and run a project if you are looking for an out of house bespoke solution for your project.

Software

Adobe After Effects, Cinema4d, Photoshop, Premiere Pro, Final Cut Pro, Color, Motion Avid Media Composer, Davinci Resolve

Recent Clients

M Integrated Solutions, Saatchi & Saatchi, Quite Frankly Productions, Telegraph Hill, CC lab, National Geographic Channel, Across the Pond Productions Ltd, CNN, Two Four Productions Ltd, ESPN EMEA, The Rocket Science Group, BBC Worldwide.

Professional Experience

Directing Credits

Samsung Planet First - 60" Commercial – Director, Editor, VFX, 3D, Colorist

Star Alliance TVC - 60" Commercial – Producer, Self-Shooting Director, Editor, Sound design

EC – 3 x Commercials – Producer, Director & Editor

Open Uni – 3 x Commercials – Producer, Director & Editor

Chilika Lake - Nat Geo – Web Film - Producer, Self-Shooting Director, Editor, Sound design

Mclaren MP4 Concept Car Film – 60" Web Film – Producer, Director, 3D, Motion Graphics, Editor, Sound Design

Mercedes F1 Digital Content – Various - Producer, Director, 3D, Motion Graphics

Farnborough Air Show - Video Installation for projection mapping - Producer, director, editor, vfx, 3D, motion graphics, grade, sound design.

Suicide Men - CNN - VT Insert- Producer, Self-Shooting Director, Editor, Sound design

Fam Book - Hodder/Stoughton - Trailer - Producer, Self-Shooting Director, Editor, Sound design

Commercials

Burberry Body - Brand Film - Editor, Motion Graphics & Colourist

Urban Outfitters - Fashion Film - Editor, Colourist

Wrangler - Fashion Film - Editor, Colourist

Toblerone - Spoke Films - Editor

Nintendo Wii- Beaky Bites - VFX, Colourist & Editor

The Proposal - Pearl Drops- Media Therapy - Motion Graphics, Colourist & Editor

Instant White - Pearl drops- Media Therapy - VFX & Editor

Close Up Toothpaste - Beaky Bites - VFX, Motion Graphics, Colourist & Editor

First Response Pregnancy Test - Media Therapy - VFX, Motion Graphics, Colourist & Editor

Promos

Fred and Rose West - Discovery Channel - Colourist, Motion Graphics & Online Edit

Volvo Ocean Race - Volvo - Colourist & Editor

Ford Fiesta Brand Film - Ogilvy & Mather - VFX, Motion Graphics, Colourist & Editor

Ford Kuga Brand Film - Ogilvy & Mather - VFX, Motion Graphics, Colourist & Editor

Jaguar X-Type - Spoke Films - Editor

Fat Princess - Sony Playstation 3 Home - Motion Graphics

Virgin Radio Sales Film - Ginger Productions - Colourist, Motion Graphics & Editor

Nuremberg - Nazis on Trial - Discovery - Colourist & Editor

Music Videos

Richard Ashcroft - Parlophone Record - Colourist & Editor

X-Ray - Marquis ChaCha - Colourist & Editor

The Bellagios - The Wendyhouse - Colourist & Editor

Documentaries

The Volvo Ocean Race - Sky Sports - Colourist, Motion Graphics & Editor

Francesco's Mediterranean Voyage- BBC2 - Editor

The Story of Maths - BBC4 - Editor

Nature Inc. (1 x 30 min) BBC Worldwide - Motion Graphics & Editor

History of Children's TV - 1950s - BBC4 - Colourist & Editor

Art of Eternity - Painting Paradise for BBC4 - Colourist & Editor

Nuremberg - Nazis on Trial- BBC2 & Discovery - Editor

Factual Entertainment

The Cute Show - Vice - Editor.

MTV EMA's - MTV - Colourist & Editor (online/offline)

Strictly Come Dancing - BBC1 - Colourist & Editor (online/offline)

Strictly Come Dancing - It takes two - BBC2 - Colourist & Editor (online/offline)

The One Show - BBC1 - Colourist & Editor (online/offline)

The Culture Show - BBC2 - Colourist & Editor (online/offline)

Luxury Show - CNBC - Colourist & Editor (online/offline)

Inside Out - BBC1 - Colourist & Editor (online/offline)

Digital Picture of Britain - BBC4 - Editor (online/offline)

Old Dogs New Tricks - BBC1 - Editor (online/offline)

Conning The Conmen - BBC3 – Editor (online/offline)

Lifeline - BBC2 - Colourist & Editor (online/offline)

Mark Lawson Interviews - BBC4 - Colourist & Editor (online/offline)

Children's

Bunnytown - The Disney Channel – Editor, Colourist, VFX Director

Short Films

Monkey Bastard – 1 x 12min - Line of Sight Films - Colourist, VFX & Editor
Edinburgh official selection 2003 - nomination for Best Short Film
Rotterdam, Cermont-Ferrand official selection 2004

Love's Crazy'for - 1 x 2min - Line of Sight Films - Colourist & Editor
Nominated for Pathe Award for Best European Short Film 2001

Previous Employment

2001 – Present	Freelance Producer, Director, Editor, Colourist, VFX/3D & Motion Graphics Designer
2006 – 2006	Freelance Training of FCP, BBC Factual & Learning
2004 – 2005	FCP, Avid & Encoding Software Support & Installation, Root6 Ltd
1999 – 2002	Producer, Editor, Director, Atlantic Productions Ltd

Languages

Fluent written and spoken French.

Fluent spoken Hindi/Punjabi.

Basic Dutch, German.