Rizwan Sajith

Creative Director

Creative direction, film and brand experiences for complex industries

Dubai, United Arab Emirates | rizwansajith786@gmail.com | +971 54 325 3265 | Portfolio: rizwansajith.com

PROFESSIONAL SUMMARY

Film-maker and creative director. I trained on Tamil television and film sets from 2020, from associate director on a daily Sun TV series to senior assistant director on a feature film, and since 2024 I have led creative and production for six industrial brands in Dubai. I direct exhibition programmes, films and interactive displays that make technical safety and energy products clear to engineers and buyers, and I deliver them to fixed opening dates. Since 2025 my team and I have delivered four exhibition programmes, including ADIPEC twice.

CORE SKILLS

Creative Direction | Exhibition and Event Content | Film Direction | Video Production | AI-Assisted Production | Interactive Displays | Motion Graphics Direction | Campaign Direction | Technical Storytelling | Team Hiring and Review | Hand-over Documentation

SELECTED ACHIEVEMENTS

- At ADIPEC 2026, had the title loop and six product films mastered separately for each of four LED screen shapes instead of stretching one file, held one layout across the countdown series, and had a finished film of the day's coverage exported on each of the four days.
- Directed three interactive displays built as offline web applications by AI coding agents working to my briefs, plus a kiosk launcher that combines two of them. The field digitalization display explains ten wireless-monitoring applications in English and Arabic; it went through 71 numbered builds in sixteen days, and a build ran on the ADIPEC 2026 stand.
- Creative director on eight film projects made by the team for exhibition screens and LinkedIn. Directed the rapid intervention vehicle film (1:04, every scene AI-generated, 4096 × 2304 master), finished within seven days of its first reference image.
- Wrote the role definitions, built around an AI-assisted workflow, and ran the hiring for a graphic designer and a motion editor in 2025; I brief the team and review creative output before release.

PROFESSIONAL EXPERIENCE

Creative Director & Production Lead

Gravity Business Process (GBP) / GravityMEA, Dubai, UAE | 2024 to Present

Creative and production lead for six industrial brands (East Wind Safety, GravitEx, Serve Gas Qatar, Pallet Souq, and the company's own Gravity BP and GravityMEA), with a team of three to five designers, editors and production staff.

- Directed the content for four exhibition programmes: ADIPEC 2025 and ADIPEC 2026 (Abu Dhabi), Intersec 2026 (Dubai) and the WPC Energy Congress 2026 (Riyadh). The work covered LED walls, a booth film with English and Arabic titles, lightboxes, an interactive display and photo and film coverage on the show floor.
- Packaged the field digitalization display for hand-over as two packs: for the stand builder, the application, kiosk start files, a 23-point test sheet and checksums; for sales staff, a practice copy and a presenter guide. Each packaged release carries a note of what was checked and what was not.
- Kept the field digitalization display's technical statements checkable: a register tracked 33 points for East Wind Safety to confirm, and statements whose sources disagreed were taken off the screen.
- On day two of ADIPEC 2026, with the show open, released two further builds of the stand display: one added a self-running tour and the next corrected it for screens that are not 16:9. Each went out with a checksum, a rollback step and a list of what had not been tested.
- Set up the team's AI-assisted film workflow: reference images, still keyframes, image-to-video, then a conventional edit, sound and grade, with the tool matched to the task (Midjourney and GPT Image for stills; Kling and Seedance for motion; Magnific for upscaling).
- Set the direction for monthly LinkedIn campaigns; the team produced 195 posts and 62 key visuals across 2025 and 2026. One brand's June to August 2026 calendar assigns 48 posts by name across two designers and me.

- Art-directed 3D concept renders for a showroom and an exhibition stand.

Senior Assistant Director

DNA, Tamil feature film (released 2025) | India | 2023 to 2024

- Senior member of the direction team: scheduling, running the set on shooting days, briefing the art department on sets with concepts and reference designs, and continuity, with the director from scene preparation through post-production.

Assistant Director

Farhana, Tamil feature film (released 2023) | India | 2021 to 2023

- Assistant director from pre-production to post-production: scene preparation, cast coordination, logistics and communication between director and crew.

Studio Manager

Blackeye Production Studios | India | 2021 to 2022

- Managed studio operations, scheduling and resources across concurrent productions.

Associate Director

Thirumagal, Sun TV daily series | India | 2020 to 2021

- My first professional credit. Associate director on a daily broadcast series: cast direction and visual continuity to fixed air dates.

Also directed: the film of the Chief Minister's Trophy sports event, Tamil Nadu; an independent music video (2022).

SELECTED PROJECTS

- **ADIPEC 2026, East Wind Safety stand (Abu Dhabi, November 2026):** countdown series, loops mastered for four LED screen shapes, an interactive display, and a finished film on each day of the show.
- **Field digitalization display (2026):** interactive 3D display in English and Arabic; ten applications; a build ran on the ADIPEC 2026 stand; self-running tour added in build 70, on day two of the show; 71 numbered builds in sixteen days; builder and staff hand-over packs.
- **Rapid intervention vehicle (July 2026):** 64-second film, every scene AI-generated and the edit conventional; 4096 × 2304 master, made in seven days; a second, banner-format film of the vehicle followed for the ADIPEC 2026 stand.
- **WPC Energy Congress (Riyadh, October 2026):** booth film with English and Arabic titles, a 3458 × 1152 pixel wall film and six backlit lightboxes for Eastwind Energy Arabia.
- **Amphibious rescue truck (Intersec, Dubai, January 2026):** 84-second AI-generated scenario film, 4K master, shown on the stand's main screen.
- **FIAT (2026), personal short film:** 6:07, written and produced by me; made with Midjourney frames and Runway image-to-video.

TOOLS

Production: Adobe Premiere Pro, After Effects, Photoshop, Illustrator, InDesign; Blender; Sony A7 IV, Sony A7S III, Canon R5; editing, colour grading, sound design.

AI-assisted production: Midjourney, GPT Image, Kling, Seedance, Magnific, Runway, ElevenLabs; Claude and ChatGPT for scripting and build work.

EDUCATION

Bachelor of Commerce (B.Com), Corporate Secretaryship, University of Madras, India, 2020.

LANGUAGES

English (fluent).