

ANAND ANILKUMAR

Creative Director | Creative Producer

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PROFESSIONAL PROFILE

Creative Director and Creative Producer with 10+ years of experience across feature films, advertising, branded content, corporate films, documentaries, music videos, VFX production and digital creative. Combines creative leadership with hands-on production experience, translating concepts and visual direction into executable production plans and high-quality final content. Experienced in leading multidisciplinary teams, maintaining brand consistency, and managing schedules, budgets, reviews, quality control, delivery and stakeholder communication.

CORE COMPETENCIES

Creative Direction • Creative Production • Video Production • Content Development • Production Coordination • Brand Consistency • Team Leadership & Mentoring • Client & Stakeholder Communication • Scheduling & Budget Coordination • VFX / Post-Production Workflows • Quality Control & Delivery • Pre-visualization • Video Editing

PROFESSIONAL EXPERIENCE

Creative Director / Creative Consultant | Codelytica Digital Technologies & Fortune Hives, Dubai Jan 2022 – Present

Codelytica Digital Technologies: Jan 2022–Present | Fortune Hives (sister concern): 2024–Present

- Develop creative strategies and visual direction for design and digital marketing initiatives.
- Guide the development of visual assets while maintaining brand consistency across creative and marketing materials.
- Manage and mentor creative contributors, supporting collaboration, quality and timely execution.
- Present creative concepts and recommendations clearly to stakeholders and translate feedback into actionable direction.
- Track creative and industry trends and apply relevant ideas to strengthen project output.

Creative Director | Film Industry Jan 2020 – Present

- Partner with directors to define creative vision, visual language and overall project aesthetics.
- Oversee artistic direction, production design and costume direction while working within schedule and budget requirements.
- Develop and refine concepts, storylines and visual elements with creative and production teams.
- Contribute to casting and performance direction to support alignment with the intended creative vision.
- Coordinate creative decisions across departments to maintain visual and narrative consistency through production.

Associate Director | Film Industry Jul 2018 – Present

- Chief Associate Director – "Mr. X" (Tamil feature film).
- Associate Director – "Driving Licence" (Malayalam feature film).
- Assistant Director – "Underworld" (Malayalam feature film).
- Assistant Director – "International Local Story" (Malayalam feature film).
- Director – "Jananya", a music video focused on post-partum depression that received coverage across leading national and regional media.
- Served as Associate Director on documentary projects for Primark (2023) and Abbott (2022).
- Served as Associate Director on a corporate video for ShareFile (2023).
- Worked as Creative Director and Associate Director on advertising films for HumanKind Adverts.
- Supported creative execution, production planning, cast and crew coordination, on-set delivery and cross-department communication across feature films, commercial and independent productions.

Production Coordinator | Anibrain, Pune Jun 2016 – Jul 2017

- Coordinated VFX production for feature films and television projects, supporting schedules, budgets, resources and delivery planning.
- Managed quality-control and delivery workflows and supported pre-visualization requirements.
- Acted as a coordination point between clients, producers, supervisors and artists to keep workstreams aligned.
- Organized dailies, review sessions and remote reviews, helping teams track feedback and production progress.

SELECTED CREDITS & RECOGNITION

- Chief Associate Director – "Mr. X" (Tamil feature film)
- Associate Director – "Driving Licence" (Malayalam feature film)
- Assistant Director – "Underworld" (Malayalam feature film)
- Assistant Director – "International Local Story" (Malayalam feature film)
- Director – "Jananya" music video
- Associate Director – Primark documentary (2023)
- Associate Director – Abbott documentary (2022)
- Associate Director – ShareFile corporate video (2023)
- Creative Director / Associate Director – HumanKind Adverts advertising films
- Featured Photographer – Gulf News (2025), UAE landscape photography.

TOOLS

Adobe Creative Cloud • DaVinci Resolve

EDUCATION

Master's Degree in Visual Effects | ICAT Design & Media College, Bangalore | 2012–2013

B.A. Filmmaking & Sound Engineering | SAE College, Chennai | 2008–2010