

VISHVAK PRAKKRUTH

Filmmaker · Creative Director · AI-Native Production

v@prakkruth.com · prakkruth.com · linkedin.com/in/prakkruth · Remote / open to relocate

PROFILE

Filmmaker and creative director with 15 years directing films, brand campaigns and music videos for clients and artists across India, the US, Europe, Africa and Southeast Asia. Takes ideas from concept to finished work, setting the visual language and leading crews through directing, cinematography and post. Now brings that craft to AI-native production, adapting to team, tools and constraints, grounded in story and human direction.

KEY SKILLS

Creative Direction · Directing · Cinematography · Editing · Post-Production · Color Grading · Visual Design · Visual Development · Brand Storytelling · Content Strategy · Generative AI · AI Production Workflows · Music Production

EXPERIENCE

Filmmaker & Creative Director

2013 – Present

Independent | Global

- Wrote, directed and edited two independent feature films, *Heartbreak Hotel* (New York, 2021) and *Cactus Flower* (Los Angeles / Las Vegas, 2023; Stone Tiger Films), both listed on IMDb, leading cast, crew and departments from development through post.
- Established the visual language of each project through visual development, design and look-building, carrying a consistent look from concept through the final grade.
- Directed brand and commercial work for Hot Wheels, Make-A-Wish, Puma, Metro and Mochi across India and the United States, collaborating with agencies and founders to align creative vision with business goals.
- Shot as DP and second-unit DP on features, commercials and branded content, and collaborated internationally: films for Indonesian and Nigerian productions, brand work for clients in France and Israel, and music videos for artists from Ghana, Germany and the UK.
- Led and mentored creative teams, balancing hands-on execution with strategic oversight and adapting the workflow to each team, technology and set of constraints.
- Served as Technical Director and DP on podcast productions in Los Angeles, including *What the Flock*.

Founder & Creative Director

2025 – Present

South of Somewhere | Global

- Run an AI-native production practice alongside ongoing independent film and brand work.
- Lead AI-assisted production from concept to finished work, combining human editorial direction with generative tools across pre-production, production and post.
- Create work for SaaS, emerging-tech, D2C and founder-led projects, adapting the model to each brief.

Strategic Communications Consultant

2025 – 2026

TN-SHORE / World Bank Project | Tamil Nadu, India

- Conducted a Communication Needs Assessment (CNA) for a World Bank-funded, state-level coastal resilience infrastructure project.
- Developed a communications strategy spanning stakeholder engagement, public messaging and institutional reporting, advising directly within a government and international development partnership.
- Used LLM-based workflows to synthesize technical documentation and accelerate strategy development.

Founder & Creative Director

2013 – 2017

Owl by the Window | Mumbai, India

- Co-founded one of India's early digital-first video studios and led its team, producing digital-only video content.
- Directed, produced and edited branded campaigns, music videos and digital content for clients including L'Oréal, Hard Rock, Gibson and Filmfare, working directly with brands and agencies.
- Designed cross-platform content strategies and channel ecosystems from concept through audience growth.

Educator, Filmmaking & Post-Production

2021 – 2022

New York Film Academy | Los Angeles

- Taught and mentored emerging filmmakers in filmmaking, directing, editing and visual storytelling in a professional studio environment.
- Developed and delivered curriculum on production workflow design, narrative theory and industry-standard post-production tools.

EDUCATION & RECOGNITION

B.A., Journalism & Communication — Manipal University, India · 2009 – 2012

Advanced Studies in Digital Filmmaking — Digital Film Academy, New York · 2017 – 2018

Rose Grant — Awarded to the top graduate, Digital Film Academy, New York

Full Scholarship — Hochschule Bremen, Germany (undergraduate exchange)

O-1B Visa (Extraordinary Ability in the Arts) — Granted twice by USCIS · 2019 – 2025

LANGUAGES

English · Tamil · Hindi · Telugu · German · Sanskrit