

Varaprasad J V

**Creative Director \ Producer \ Editor**

## Biography

Varaprasad JV is a talented Ad film director, editor, and music designer who has been involved in the film industry for nearly 25 years. His expertise spans across various genres, including animation films, live-action films, and social media videos.

Born and raised in India, Varaprasad JV developed a passion for filmmaking at a young age. As a Creative Head of post-production in some of India's leading animation studios, the individual has had an illustrious career in the industry. With extensive experience and expertise, they have played a pivotal role in shaping the post-production landscape in India's animation industry

Varaprasad's journey began with Pentamedia in Chennai, Tamil Nādu. One of India's oldest and most respected animation studios, where he worked as a Post Production Supervisor. His keen eye for detail and technical prowess helped him quickly move up the ranks, and soon he was promoted to the position of Supervisor post-production. In this role, He is responsible for overseeing all aspects of post-production, Like feature films editing, Promos, trailers, and Documentaries, Music and Sound design, Sound mixing and mastering of 5.1 Dolby and DTS.

After Pentamedia, he joined Jadoo Works Pvt.Ltd in Bangalore, Karnataka. A boutique animation studio that specialized in creating high-quality 2D and 3D animations for Warner brothers and Disney studios. Here, he served as the Head of post-production, leading a team of editors and post-production artists.

His next stop was at Reliance Animations in Pune, Maharashtra. One of India's largest animation studios in India, where he served as the Creative Head and Line produce of Post Production for films like Little Krishna, Shaktimaan and Krishna aur Kans to name few.

Varaprasad has a unique style that combines visual storytelling with a deep understanding of his audience. Under his own firm Great guns, He was able to create compelling narratives that resonate with viewers and leave a lasting impression. Varaprasad has directed a wide range of commercials, including those for major brands and businesses, and is known for his ability to bring out the best in actors and crew members alike.

In addition to his directing skills, Varaprasad is also an accomplished editor. His editing skills include Animatics, film design, visual effects, and pacing, ensuring that every scene flows seamlessly into the next. Varaprasad is also highly skilled in music and sound designer. He understands the importance of music in creating an emotional connection with the audience and is able to select the right music to set the tone for a scene. He is also able to compose original music if needed, further showcasing his versatility and talent.

His expertise in post-production and Live action Ad film direction has made him a sought-after industry expert, and served on juries for several animation festivals, both in India and abroad.

Varaprasad's work has been appreciated by many international film festivals, and he has served as a Grand jury member in FICCI Frames, PIFF (Pune international film festival) and New York festival as well. His extensive knowledge in film Making and his artistic vision have earned him several accolades throughout his career.

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