



Aleksandar Celar
Videographer/Photographer

About Me

I am Aleksandar Celar, freelance professional photographer/videographer, and multimedia designer, currently living in Barcelona, Spain. I am also a guest assistant professor and lecturer in the fields of video and photography at the faculty for Design and multimedia, at University Donja Gorica in Montenegro. I have M.A. diploma in Interactive media and 25+ years of professional experience in shooting and post-production of video and photo content. My other field of interests is interactive installations, web design, graphic design, and game design.

Contact



aleksandar.celar@gmail.com



www.vcard.aleksandarcelar.com



Barcelona, Spain



Summary

Dedicated and meticulous Videographer, photographer and multimedia designer with an extraordinary eye for detail and an excellent record of employer satisfaction. Comprehensive experience with all aspects of video production and postproduction as well as experience in creating multiple platforms, including TV, Internet presentations, commercial CCTV and live broadcast. Skilled in full-service multi-media production, directing and talent. Multimedia Designer who expertly mentors creative teams to surpass client expectations. A dynamic professional with a passion for art, photography, and design who has 20+ years experience bringing outstanding projects to life.



Experience

Associate professor @ University Donja Gorica, Montenegro

Sep 2018 - Present

- Teach courses in Digital photography with creating curricula in accordance with departmental standards.
- Writing and deliver lectures and facilitate classroom discussions on analysis, rhetoric, critical theory, structure, and style. I try to encourage students creativity while still teaching them the essential technical skills, which they'll need to channel whit my supervising.
- Lessons with theoretical and practical knowledge.
- Lessons in Adobe Lightroom and Photoshop.

Head Photographer and lecturer @ Vista photography SL

May 2016 - Sep 2018

- Communicate effectively with clients or producers at all times to guarantee satisfaction and maximize chances of return business.
- Capture images as directed, taking all aspects into consideration, including natural light shooting, studio with flashlight shooting and other technical requirements.
- Edit images in Lightroom, Photoshop and Portraiture to ensure they are high quality and properly color corrected.
- Direct photographer's assistants to complete duties and provide assistance while fostering their photography skills.
- Surpassed outside client satisfaction average rates by 30 percent within the first year.

Assistant professor @ Metropolitan Univesity, Belgrade, Serbia

Jul 2011 - Sep 2017

- Establishing photo and audio/video studio for practical lessons.
- Academic art based exploration in the field of video/photography.
- Teach courses in Digital Video and photography with creating curricula in accordance with University standards.
- Creating, writing and delivering lectures and facilitate classroom discussions on analysis, rhetoric, critical theory, structure, and style. I try to encourage students creativity while still teaching them the essential technical skills.
- Lessons with theory and practice in studio and classroom.

Tools - hardware

- * ENG and DSLR cameras
- * Prime and zoom lenses
- * Remote controlled flashlights
- * Studio flash heads and backdrop
- * LED, kinoflo and halogen lights
- * Shotgun and lavalier microphones
- * Audio recorder
- * Video tripod, slider, jib, Steadicam, dolly
- * Drone
- * Professional grade PC workstation

Languages

- * English - Proficient
- * Croatian - Native
- * Spanish - Basic
- * Serbian - Native

Links



www.linkedin.com/in/aleksandar-celar



www.facebook.com/celarphotography



www.instagram.com/aleksandar_celar

Art director @ Interactive media design studio

Jun 2011 - Sep 2017

- As an Art director and interactive media at Metropolitan University Multimedia studio, I performed shooting, editing, and post-production for a variety of corporate photo sessions and videos like TV commercials, education videos, online seminars, promotional videos, e-Learning classrooms, tutorials as well as complete print and web promotional material for University.
- Design and assembling in-house video canal with CCTV network.
- Design and assembling audio-video and photography studio.
- Oversaw video shoots as acting producer.
- Provided web page and marketing team support.
- Increased University market visibility with improving high-quality videos and photos.
- Assisted in the training of interns and junior staff.

Video designer and editor @ Unimar NBA

Mar 2014 - Sep 2015

- Led display development, assembling and maintenance of LED video displays.
- Design and develop of CCTV for shopping malls.
- Networking CCTV systems.
- Performed shooting editing and graphic design for videos.
- Conducted field and in-house shoots.
- Oversaw video shoots as acting producer.
- Distributed Motion graphics in Adobe After Effects.
- Motion graphics, storytelling, and delivery of the ideas.
- Scheduling and broadcasting video content at a cable TV network.

Art director video/photo department @ Delata Holding

Jun 2008 - Mar 2014

- Led display development, assembling and maintenance of Daktronics LED video displays.
- Technical service for LED displays.
- Design and develop of CCTV.
- Networking CCTV systems.
- Performed shooting, editing and graphic design for videos.
- Performed photo shooting and editing for corporate events.
- Conducted field and in-house shoots.
- Oversaw video shoots as acting producer.
- Distributed Motion graphics in Adobe After Effects.
- Storytelling and delivery of the ideas.
- Led display development, assembling and maintenance of LED video displays.
- Scheduling and broadcasting video content at a cable TV network.

Art director at video production @ Lea Group

Mar 2004 - Jun 2008

- Working on production and post-production of video content.
- Presented various design solutions to design teams and management.
- Distributed Motion graphics in Adobe After Effects.
- Animations, storytelling, and delivery of the ideas.
- Led display development, assembling, and maintenance of LED displays.
- Scheduling and broadcasting video content at a cable TV network.
- Technical service for LED displays
- Design and development of commercial CCTV network.
- Networking CCTV systems.

Tools - software

- * Adobe Lightroom
- * Imagenomic portraiture
- * Adobe Photoshop
- * Adobe Premiere Pro
- * Corel DRAW
- * Microsoft Office

Skills

- * Superior proficiency with digital editing systems, broadcast applications and general video production.
- * Excellent skills in filming, lighting and camera operation.
- * Strong creative vision and conceptual thinking.
- * Excellent technical skills, using digital cameras and industry standard software.
- * Adobe Creative Suite proficiency.
- * Great knowledge in graphic design and social web properties.
- * Strong communication skills.
- * The ability to work both independently and in teams, building rapport with clients, colleagues and other businesses.
- * Always combining new technology with contemporary ideas.
- * Excellent technical skills, using digital cameras and industry standard software.
- * Exceptional experience with audio recording, sound design, and mixing.

● Graphic designer and prepress@ VIS Studio

Mar 2002- Jun 2004

- Commercial photography, graphic design, prepress.
- Printing electronic files and scan or import them into specialized software, making color, text, and digital image corrections as needed. Set up printing presses to produce a film, plate, and electronic proofs.
- A prepress process of creating a print layout in Adobe InDesign or QuarkXPress and performing all the steps that lead to the final print project, like color management and RIPping.

● Videographer and photographer @ SAT Plus

Jan 2001 - Mar 2002

- Performed shooting, editing and graphic design for videos for the series of TV shows "TV Plus", 70 episodes.
- Distributed outdoor commercial video for cars companies, photo shooting and post-production of the video.
 - Outdoor cars and trucks photography.
 - Travel photography and video production.
 - Assisted in video field production.
 - Lighting in studio and outdoor.
 - Filmed interviews.
 - Editing video using linear equipment and videotapes.

● Photographer @ Politika Ekspres

Jan 2000- Jan 2001

- Photojournalist and visual storyteller that communicates events in a way.
- Collecting, editing, and presenting of news material for publication.
- Analog photo processing.

● Professional audio - visual production @ **FREELANCE**

Jan 1999 - Present

- I am an owner of a professional mobile studio for photo/video and graphics content.
- Developed and produced commercials, music videos, corporate, promotional and product videos, interviews, tutorials, education videos, eLearning videos, documentary movies, events, and art. Wrote scripts, directing talents, and filmed scenes using single and/or multi cameras.
- Performed photo shoots and editing for versatile commercial products, fashion editorials, interior design, real estate, portrait and family shooting, weddings, corporate events, outdoor and studio projects.
- Filmed and edited short performance art pieces.
- The studio also has makeup service and fashion stylist.
- Full service from the idea, production and delivering the final product.
- Worked efficiently and prioritized shoots to stay on schedule and in a budget.
- Cutting-edge creative campaigns and services for a variety of top-level clients.

www.aleksandarcelar.com

Research and exploration themes

- * Machinima production
- * Psychology in portrait photography
- * AdMentary video
- * Interactive installations
- * Subversive video
- * Contemporary teaching

Education

- **Master's Degree (M.A.)** in New media design.
Metropolitan University, Belgrade, Serbia
- Activities and Societies: Interactive installations, video, and 3D mapping, Interactive video.
- **Bachelor of Arts (B.A.)**, Design of interactive media.
• Grade: 9.53
Metropolitan University, Faculty for digital media, Belgrade, Serbia.
- Activities and Societies: Audi/video production, photography, 3D design, motion graphics, typography, web design.
- **Diploma, Cinematography and Film/Video Production**
Academic film center - AFC, Belgrade
- Activities and Societies: Directing, video shooting, editing, post-production.



Accomplishments

- **Mentor in video production**
2018
Mentoring the student Nikola Vesic, videographer and producer, who was part of the production team of the movie „Stado,, .This movie is one of the most popular feature films in region of Balkan.
- **Art exhibition – Gallery Pro3or, Belgrade, Presentations of interactive web installations**
May 2017
- **Art exhibition - Museum of Fine Art Belgrade, presenting various fashion videos for department of Fashion design, Metropolitan University**
Jun 2015
- **Metropolitan University, Belgrade, Serbia**
2015
Recognition for the contribution to student work and development.
- **Documentary movie, Exhibition at Gallery "Progres", Belgrade, „First World War in personal albums,,**
May 2014
- **Interactive installation at gallery "Stab", Belgrade, ``Rebirth of truth`` - Fashion vignette, Belgrade Fashion Week**
Oct 2013
- **Visual Mathematics at Sint-Lukas Brussels, Belgium, University College of Art and Design**
May 2013
Mathematics 3D objects presented in the art form.
- **Art exhibition at Mikser festival, Gallery "Hub"**
May 2013
Video projection and sculpture.
- **Art project-Mass hypnosis - video guerrilla**
Sep 2011
Playing art video "Mass hypnosis" in the middle of broadcast, on outdoor LED display network.