

MIR AHAD MAHMOOD

MEDIA DESIGNER & FILMMAKER



WORK EXPERIENCE

2016 - Present

● DIRECTOR + DIRECTOR OF PHOTOGRAPHY at Freelance

📍 New York & London

In addition to my studio work at Schrom, I also work freelance; Directing and/or Photographing commercials, branded content and short form narratives. I tend to focus my freelance work in documentary settings, serving as a compliment to my studio practice.

2016 - 2020

● DIRECTOR + DIRECTOR OF PHOTOGRAPHY at Schrom & Co.

📍 New York

As a Director and Director of Photography at Schrom, I build images. Usually creating food and product commercials, I have led teams of food stylists, art directors, lighting technicians, editors and performers. Collaborating with everyone from the agency/client to the post production team, I have overseen every stage of production.



SELECTED PROJECTS

All works viewable at www.ahadmahmood.com/portfolio

2020	●	Zagat + Uber Eats	Co-Dir & DP	Web Delivery
2020	●	Touch of Modern	Dir & DP	TV Broadcast
2020	●	Square	DP	Web Delivery
2019	●	National Geographic	DP	Web Delivery
2019	●	KY	Dir & DP	TV Broadcast
2018 - 2019	●	Steak and Shake	Dir & DP	TV Broadcast
2019	●	No Place to Hide	Co-Dir & DP	Web Delivery
2016 - 2018	●	Dunkin Donuts	Dir & DP	Times Square, Tv Broadcast & In-Store
2018	●	Mastercard	DP	TV Broadcast
2018	●	Yummly Pro	Dir & DP	Web Delivery
2018	●	Jack Daniels	Dir & DP	Web Delivery
2018	●	Haagen Dazs	Dir & DP	TV Broadcast
2017	●	American Museum of Natural History	DP	TV Broadcast
2017	●	National Geographic	DP	Web Delivery
2017	●	New York Comedy Festival	DP	Web Delivery



EDUCATION

2020 - Present

● GLOBAL INNOVATION DESIGN MA & MSC at Royal College of Art & Imperial College London

📍 London

Ongoing

2012 - 2016

● FILM & TELEVISION PRODUCTION BFA at NYU - Tisch School of the Arts

📍 New York

Major: Film & Television Production, Cinematography concentration
Minor: Physics



ABOUT ME

Ahad is a tabletop and live action Director & DP, based in New York.

He grew up in Singapore, where he started his film career as a camera assistant. Eventually, Ahad found his way to New York, where he began working as a director, focusing on tabletop content and food-driven narratives – as the son of a chef, he feels at home in the kitchen.

With an eye for detail and a patient approach to filmmaking, Ahad realizes concepts practically whenever possible. He often uses motion control and high speed photography in his studio work, and intimate documentary techniques when on location. He believes there are no substitutes for real photography, particularly when it comes to food; like any great meal, you have to start with great ingredients.

In 2020, amongst the chaos, Ahad moved to London to study design at The Royal College of Art and Imperial College. Ahad hopes to expand his practice, leveraging his narrative background to make people connect thoughtfully with products and services.



SPECIALTIES

Motion Control
VFX
Food
Liquid
Product
Documentary



CONTACT

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