

NILOOFAR ASADI

Writer. Director. Producer

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Overview

Niloofar Asadi is a skilled filmmaker & visual storyteller experienced in writing, directing, and producing across various formats—short films, documentaries, and feature films. She excels from ideation to production and is proficient in both video and sound editing.

Projects

Roya, Writing & Directing, 2024 (**Feature Film–Scriptwriting**).

The Cypress Tree, Writing & Directing, 2024 (**Feature Film–in Development**).

Gordafarid, Writing, Directing & Producing, 2023-2024 (**Short Film–chapter one completed–Second chapter in Development**).

Behind Me, No Wind, Directing & Producing, 2024 (**Short Documentary- in Post Production**).

Lamplight, Directing & Producing, 2022 (Short Film).

In Pursuit of Freedom, Writing, Directing & Producing, 2021 (Short Documentary).

Presence, Directing & Producing, 2020 (Short Film).

Confession, Directing & Producing, 2018 (16mm Short Film).

Friday, Directing & Producing, 2018 (Short Film based on a Play).

Negative 21 Degrees, Writing, Directing & Producing, 2017 (Short Film)

Yourk Opera, Directing & Producing, 2016 (Short Film based on a Play).

Education

MFA, Motion Pictures and Television (emphasis in Directing), Academy of Art University in San Francisco, May 2021.

BFA, Painting, University of Tehran, Tehran, Iran, August 2015.

BA, Graphic Design, Soreh University of Tehran, Tehran, Iran, August 2008.

Experience

Director and Producer

2015- Present

Art Group 91(SAN FRANCISCO, CA).

Founded AG91: Directing and Producing.

Conceptualizing ideas into visual forms. Developing narratives.

Writing feature-length scripts, short scripts, and coverages. Working across a range of mediums, such as video installations, staged photography, theater, videos, documentaries, short films, and feature films. Running acting workshops, training actors, and staging plays. Casting, directing actors, leading crew on production days, and solving production issues; organizing and coordinating shots. Highly competent in visual arts, photography, and cinematography.

Director and Producer

2017 – 2018

AG91 collaborating with MEHR ORGANIZATION (SAN FRANCISCO, CA).

Writing a feature-length screenplay, "**Friday**," and subsequently directing, producing, and staging the play.

Directing and producing videos for staging. Running acting workshops for 6 months.

Director and Producer

2015-2016

AG 91 collaborating with DIASPORA ART CONNECTION ORGANIZATION (SAN FRANCISCO, CA).

Writing a feature-length screenplay, "**Yourk Opera**," and subsequently directing, producing, running, and staging the play.

Scheduling, planning, and running acting workshops over 8 months.

Directing and producing videos based on the play.

Creative Producer

2012-2016

STUDIO 44 (TEHRAN, IRAN).

Hiring, supervising, and directing a team of 10 renowned writers, directors, visual artists, and musicians. Producing TV movies, short films, documentaries, and video art. Budgeting and scheduling video shoots. Running over 50 live shows, including theatrical performances, concerts, and acting workshops.

Creative Director

2008-2012

NEGARAN Co. (TEHRAN, IRAN).

Responsible for driving and executing the overall creative vision and strategy. Leading a creative team of 9 designers across various visual platforms. Conceptualizing and executing visual design. Developing comprehensive creative briefs aligned with the project objectives.

Strengths and Accomplishments

Leadership Skills

- **Quality Focused, Innovative Thinking.**
- **Leading projects from brainstorming to development, directing cast and crew through production days, and wrapping up projects through post-production.**
- **Fostering a culture of collaboration, innovation, quality-driven execution, continuous learning, and excellence.**
- **Trained and mentored team members, leading to increased teamwork and execution quality.**
- **Overseeing and delegating tasks to maximize time, resources, and productivity.**
- **Conceptualizing and executing creative strategies to increase productivity and profitability.**
- **Ensuring quality standards in all creative projects, conducting regular reviews of the competitive landscape and industry trends to ensure the creative strategy remains relevant and effective.**
- **Experience working with different visual platforms: Working in a multi-channel environment with an excellent understanding of the target audience and demonstrated ability in innovative problem-solving and realignment of strategies.**
- **Demonstrated ability to meet deadlines and objectives—excellent organizational and communication talents.**
- **Solid skills in film production, commercials, and photoshoots—on set and sound stage.**

Awards and Exhibitions

Gordafarid; Talent Awards, Lens Culture; August 2023.

Gordafarid; Group Exhibition "Squeaky Clean," hosted on Makers Place; July 2023.

Gordafarid; Best video art award; 2022 Future Art Award; MOZAIK, Jan 2023.

Cover Award Photography; ESTI Magazine, November 2022.

Gordafarid; Open Studio, ArtSpan; November 2023.

LampLight; Marketplace; Palm Springs International Short Film Festival, 2022.

Accredited Director & Producer; Cannes Film Festival, 2023, 2022.

In Pursuit of Freedom; Official Selection, Short Documentary; Africa Human Rights Film Festival, 2021.

Presence; Official Selection, Best Short Film, Prague International Film Awards, 2021.

Reflection; Photo & video arts Exhibition, The Laundry San Francisco, November 2019.

Technical Skills

Movie Magic Budgeting and Scheduling, Final Draft 12, MS Office, AVID Composer, Adobe Premiere Pro, Final Cut, Davinci, ProTools, Audition, Arriflex 235, Sony and Canon Digital Video Cameras, Studio Floor Camera, Photography, Cinematography, Film Editing.