

HARJOT SINGH BHATIA.

Video Editor · VFX & Motion Graphics · Creative Director · Web Designer

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01 PROFILE

Video editor, creative director and web designer with 14+ years of post-production, brand-content and web experience. Expert in Premiere Pro, After Effects and Photoshop, with a current specialisation in AI-assisted VFX and automated post-production workflows that deliver effects-heavy output on shorter schedules. Editor and VFX artist on official music videos for recording artist Bhaskar Pant. Founder of Focus Singh Media, a Lucknow studio for websites, redesigns, social media and video, working with businesses across India on a simple promise: **see your website before you pay**. Deep experience in health, fitness and wellness. Thumbnails, key art, posters, campaign creatives and websites are handled in-house, not outsourced.

02 CORE SKILLS

Video editing	Premiere Pro (expert): narrative and rhythm-led cutting, multicam, vertical Reels/Shorts, long-form YouTube
VFX & motion	After Effects: compositing, keying, rotoscoping, tracking, particles and light effects, titles, logo stings, lower thirds
AI production	AI-assisted VFX and asset generation, upscaling and restoration, prompt engineering, automation of repetitive post tasks
Colour & audio	Correction and grading, series look consistency; sync, clean-up and mixing to platform loudness standards
Web	Mobile-first website design and build (WordPress, Shopify), landing pages, e-commerce, live-preview-first client process, on-page SEO
Design & brand	Photoshop, Illustrator: brand identity systems, logos, thumbnails, key art, posters, standees, apparel print, mockups

03 SELECTED VIDEO WORK

Overthink	Bhaskar Pant · Official music video · Editor and VFX · youtube.com/watch?v=kYPK5LCbi-O
Game On	Bhaskar Pant · Official music video · Editor and VFX · youtube.com/watch?v=u3p-OpeK9sl
Crime Branch	Bhaskar Pant · Official music video, out now · Lead editor and VFX; heavily effects-driven, hybrid After Effects and AI-generation workflow · Watch on YouTube
Oud & Iron	Short-form fitness and wellness channel · Creator and editor: shooting, editing, thumbnails, publishing · youtube.com/@OudAndIron

04 EXPERIENCE

Founder & Creative Director · Focus Singh Media, Lucknow

2011 – PRESENT

- Lead a studio delivering websites, website redesigns, social media management, video editing, VFX, motion graphics and branding for clients across fitness, healthcare, professional services, apparel and entertainment.
- Built a preview-first sales process: a working website on a private link before any payment, backed by a concept library (CA firm, dental, restaurant, physiotherapy, law).
- Rebuilt the studio in 2026: new brand system (logo, colour, type), relaunched Instagram, Facebook, LinkedIn and Google Business Profile, and a new focussingmedia.com.
- Sole post-production lead: ingest, edit, VFX, grade, sound and multi-platform delivery, plus direct client handling from brief to sign-off.
- Rebuilt the post pipeline around AI tooling, cutting manual effort on rotoscoping, clean-up, upscaling and asset generation.

Founder · Bambiha, Purvae & Graphite Pearl

2020 – PRESENT

- Own and run direct-to-consumer brands with full ownership of visual identity, product design, campaign creative, content and e-commerce.
- Bambiha: registered-trademark streetwear label (bambiha.com), print-on-demand fulfillment. Earlier co-branded merchandise ranges with Mr. Puneet Sandhu and Mr. Rajiv Khanna.
- Purvae: Indian fragrance and ritual products brand (parfum oils, EDPs, dhoop, Ayurvedic products), storefront built and run on Shopify (purvae.in).

05 SELECTED CLIENTS

Aesthetic Indians	Apparel brand founded by Rubal Dhankar · most of the T-shirt print range, website and social mockups, campaign creatives · 2020–present
Savage Fitness	Gym · launch-event social campaign, pamphlets, standees · 2022
Anytime Fitness	Fitness chain · social media campaign creatives and brand content
AN Dental & Aesthetic	Healthcare · brand identity and digital campaign creatives
Muscle Town	Gym · merchandise T-shirt design and Instagram campaign creatives · 2021
Healthnomix	Health & wellness · logo, launch pamphlets and standees · 2020
Workout Wala	Fitness studio · theme poster series and membership campaign creatives

Also: Rise On Wealth, Bambiha®, Cinema A to Z, Trim Studio, Hi-Power Supplement Store, Brawn, Sameer Danny (professional bodybuilder).

06 EDUCATION

CA Intermediate, Group I — Passed · ICAI	2013
B.Com · Lucknow Christian Degree College	2015
Intermediate, Commerce with Maths · CMS Kanpur Road	2012
High School · Stella Maris Inter College	2010

07 CERTIFICATIONS

- Outskill — AI-Driven Certification (2025, 2026)
- Google — Fundamentals of Digital Marketing (2021)
- CA CPT and CS Foundation, both first attempt (2012)
- Diploma, Computer Hardware & Networking, A2 (2011)

08 ADDITIONAL

Languages: English, Hindi, Punjabi · **Availability:** full-time on-site in Lucknow, available immediately; freelance and studio projects across India · **Interests:** cinematography, photography, guitar, strength training · **References:** on request