

JANAK SHAH

PHOTOGRAPHER & EDUCATOR

303 Sneh Parag, Pestom Sagar Rd. No 4, Chembur , Mumbai 400 089 INDIA

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Visual storyteller and educator with over a decade of experience across photography, higher education, and creative entrepreneurship. Since 2014, I have managed my own commercial photography studio, delivering campaigns for diverse clients. From 2015 to 2021, I served as an Adjunct Professor of Photography at one of Mumbai's premier colleges, mentoring students and shaping curriculum. In addition, I co-founded Zoetrope EDU (2018–2021), an online education platform that made creative learning more accessible through content creation and digital pedagogy.

CORE COMPETENCIES

- Visual storytelling and creative direction across editorial, commercial, and digital platforms
- Academic instruction, mentorship, and constructive critique in photography education
- Curriculum design for classroom and online learning environments
- Client relationship management and cross-functional collaboration
- Team leadership in studio and production settings
- Time management and workflow optimization for high-volume creative output
- Entrepreneurial thinking and content development for digital education platforms
- Adaptability across evolving photographic tools, media formats, and teaching models

PROFESSIONAL EXPERIENCE

Rooster Photography, Owner & Chief Photographer. (2014- Present)

- Conceptualized and executed commercial and private shoots for clients in beauty, ecommerce, weddings and product sectors
- Managed end-to-end studio operations including client relations, budgeting, scheduling, and creative direction
- Built and led a collaborative team of assistants, stylists, and editors, maintaining consistency and creative excellence. (Team of 15-20)
- Partnered with brands and corporates to deliver visual campaigns aligned with market trends and brand identity
- Established the studio's reputation for high production value and creative reliability in a competitive market

Adjunct Professor of Photography Jai Hind College (2015-2021)

- Designed and delivered undergraduate courses blending classical techniques with digital practices
- Mentored students through projects, exhibitions, and portfolio reviews
- Conducted workshops on visual storytelling, lighting, and post-production
- Coordinated cross-disciplinary showcases to promote student work
- Contributed to curriculum development and integration of industry-relevant skills

Zoetrope EDU LLP Co-Founder & Partner. (2018-2021)

- Developed and launched a digital education content offering courses and tutorials in photography post production and business of photography.
- Created over 50 hours of instructional content tailored to beginner and intermediate learners
- Engaged an India-wide student base through interactive, pre-recorded modules, and peer forums
- Managed course development, content strategy, marketing, and user experience design
- Positioned Zoetrope EDU as an accessible, high-quality resource for aspiring photographers in India.

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Janak Shah Photography 2008 – 2010

- Undertook commissions for headshots, portraits, musical editorials, product and industrial photography

Time Out Magazine, Staff Photographer 2007 – 2008

- Joined as intern, promoted to staff photographer within three months
- Shot editorial features, portraits, and event coverage for print and digital editions
- Collaborated with editors and designers to visually interpret written narratives
- Built strong foundation in fast-paced editorial photography and urban visual storytelling

EDUCATION

MFA in Photography, Academy of Art University, San Francisco 2010 – 2013

Master Thesis: “Dystopia” – explored mental states in urban environments through medium-format B&W film

Bachelor of Mass Media (Journalism), Jai Hind College, Mumbai 2005 – 2007

Bachelor of Mass Media, Lala Lajpat Rai College, Mumbai 2004 – 2005

EXHIBITION & SHOWS

- FIVE – GROUP SHOW, 2006
- TIME OUT STAFF PHOTOGRAPHERS’ SHOW, 2009
- SPRING SHOW, ACADEMY OF ART UNIVERSITY, 2012
- CINDERS GALLERY, NEW YORK, 2013

TECHNICAL SKILLS

- **Camera Systems:** Nikon, Canon (both DSLR and Mirrorless), Hasselblad (Both Digital and Film)
- **Photo Editing and Ancillary Software:** Adobe Photoshop, Adobe Lightroom, Adobe Bridge,
- **AI Photo Editing & Image Processing:** VanceAI, Topaz Labs, and Luminar
- **Film Editing:** Adobe Premiere Pro, Final Cut Pro (If required as industry shifted to Premiere Pro), Da Vinci Resolve (Working Knowledge)
- **Printing:** Epson and Canon Printing Hardware, Using ICC profiles, Creating Custom Profiles, Printing on Metal, and Silver Gelatin Black & White Darkroom Printing.