

Abodid Sahoo

Photographer | Visual Media Specialist
AI Training & Image Analysis

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Location: London, United Kingdom / India / Remote

Photographer with 8+ years of experience across documentary, exhibition, fashion and art. Worked with internationally recognised institutions in India and the United Kingdom including the British Film Institute, Royal College of Art, Outernet London, Frameless, and various multinational brands and artists. My current practice combines on-ground image-making with precise visual moodboarding and analysis across diverse cultural and demographic contexts. My current research focuses on the limits of AI in interpreting visual context.

Education

Royal College of Art, London | 2022 – 2023

MA Digital Direction – Apple Scholar (Full Scholarship, £28,000)

National Institute of Design, Ahmedabad | 2021 – 2022

M.Des, Film and Video Communication | All India Rank 1 | Discontinued after 1 year

National Institute of Technology, Rourkela | 2012 – 2017

B.Tech + M.Tech, Mechanical Engineering (Mechatronics & Automation)

Research

Image Interpretation Interface (*Ongoing*)

Designed and built a custom image research interface. ([Link to the interface](#))

Collected human annotations (without identity tracking) and emotional responses to photographs.

Implemented a comparative analysis pipeline.

Evaluated human consensus (by analysing comments) against AI-generated semantic outputs.

Professional Experience

Independent Photography Practice

India & UK | 2018 – Present (Documentary/Fashion/Travel/Culture)

www.abodid.com/photography

Directed and photographed international fashion shoots, producing **concept-driven, mood-based imagery** for professional model portfolios and lookbooks.

Produced documentary photography across rural and urban India, **operating independently in low-infrastructure environments** and managing end-to-end image workflows.

Lead Photographer – Brand & Engagement

Royal College of Art, London | 2025

Led photography for major year end exhibitions at world renowned venues like the British Film Institute and Outernet London, producing archive-grade images for press, documentation and marketing.

Exhibition Photographer

International Body of Art (IBA), London | 2024

Photographed works by **30+ international artists**, documenting installations, performances, and audience interaction with consistent visual standards.

Brand Photography & Visual Documentation

Wieden+Kennedy / Animal / Budweiser APAC / Hermosa Design Studio | 2019 – 2022

Produced brand-aligned photography and conducted **in-depth visual reviews** to ensure clarity, continuity, and usability across **commercial campaigns**. I also directed, produced and edited the brand films.

Cinematography & Music Video Direction

India | 2019 – 2021

Directed and shot **music videos** with a photography-led approach, focusing on composition, lighting, camera movement, and emotional pacing. 100k+ impressions over social media and TV (**VH1**).

Skills

Creative & Research

Photography (portrait, documentary, product, events) · Visual analysis · Image annotation & descriptive writing · Lighting · Video Editing · Metacognitive Communication · Teaching

Technical

Lightroom · Photoshop · Illustrator · Premiere Pro · DaVinci Resolve · DSLR & mirrorless systems · Colour grading · Retouching · HTML/CSS (working) · Generative AI workflows (Midjourney, Veo)

Selected Awards & Recognition

Apple Scholarship

Royal College of Art, London (2022–2023)

All India Rank 1

National Institute of Design (Film & Video Communication entrance)

British Sociological Association (BSA)

Invited to present two research papers on photographic archives, AI and human emotions.

Exhibitions

Photographic Installation — iCloud Photo Archive

Union Theatre, London, UK | 2025

Transformed a personal photographic archive with over 100,000 images into a large-scale art installation exploring memory, consent, and image saturation in the digital world. [Link to the article](#)

Press & Features

Rolling Stone India — Featured for music video direction and visual storytelling

Homegrown India — Interview and feature on creative practice

VH1 India — Music video broadcast on national television

Indian Express (Edex) — Coverage of creative and academic work

Selected press features and articles are hyperlinked in the **About** section of my website.

<https://www.abodid.com/about>