

Abodid Sahoo

Creative Producer, Filmmaker & Photographer

Brand Films | Experiential Storytelling | Immersive Media | Generative AI Prototyping

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9+ years of creative production experience across film, photography, branded content, exhibitions and public-facing media. I have worked end-to-end from research, scripting and treatment decks to shoot planning, direction, cinematography, post-production and final delivery. I also work with stories beyond the screen: exhibitions, spatial media, XR setups and AI-led prototypes. At the Royal College of Art, I led the media team of the graduate exhibitions across 10+ spaces and 700+ international students, working across AV setup, lighting, digital media installations, spatial layout and public presentation.

Work Experience

Filmmaking and Photography

Clients/ Collaborators/ Media Mentions (2018-2025) <https://abodid.com/films>

Pursuit of Portraits (New York), Wieden+Kennedy (For Budweiser), Animal (For Budweiser), Curves and Colors, Odisha Tourism, Guatemala Tourism, Emma Poyer (France), Alonzo (Los Angeles), XY (Mumbai), Educate Girls, Hermosa Design Studio, Outernet London, Frameless London, Royal College of Art (RCA) London, London Design Biennale (LDB), British Film Institute (BFI) London.

Work broadcast on VH1 India and published in Rolling Stone India, Indian Express & Homegrown.

<https://abodid.com/press>

Exhibition Design and Production

Exhibition Spaces, Institutions and Galleries (2024-2025) <https://abodid.com/photography>

Worked with exhibitions teams for technical execution of RCA's flagship graduation shows, streamlining installations across 10+ exhibition spaces of over 700+ international students, while ensuring 100% health and safety compliance.

Worked with the International Body of Art (IBA) London, leading the spatial design, XR setups, lighting and technical production along with photographic documentation with over 1000+ visitors in 3 days.

Creative Technology and AI-augmented Storytelling

AI Prototypes and Gesture Controlled Interactions (2025-2026) <https://abodid.com/research>

Built AI-led storytelling prototypes exploring personal archives. I built a RAG-based conversational memory layer for my Obsidian vault, using GitHub, Supabase vector search, OpenRouter LLMs like Gemini, and Vercel-secured API keys to retrieve, synthesize, and cite my own writing.

Designed and built browser-based gesture-control prototypes using MediaPipe, translating webcam based hand tracking, pinch gestures into accessible multimodal photo-browsing experiences.

Education

Royal College of Art, London

Master of Arts (MA), Digital Direction / 2022-23

Apple Scholarship Recipient — full tuition award of £28,000

<https://2023.rca.ac.uk/students/abodid-sahoo/>

National Institute of Design, Ahmedabad

Master of Design (M.Des), Film & Video Communication / 2021-22

All India Rank 1 in NID Design Aptitude Test; moved to London after Year 1 to join RCA

Prahlad Kakar School of Branding and Entrepreneurship

One-year Diploma in Filmmaking, Branding and Entrepreneurship | 2018–2019

National Institute of Technology, Rourkela

Bachelor of Technology + Master of Technology, Mechanical Engineering / 2012–2017

Conferences

British Sociological Association (2026) <https://abodid.com/blog>

Received a fully funded place at the prestigious 75th Annual Conference of BSA held at the University of Manchester and presented two research projects: one as a poster and another as a roundtable.

Chaired two talk sessions with 100+ international delegates.

Utkal University (2026)

Panel Moderator for a session on cultural heritage, films and research attended by over 500 people in India.

Fellowships & Scholarships

Cultural Heritage Data School, University of Cambridge | 2026

Received a full bursary to attend the Cultural Heritage Data School (CHDS), run by Cambridge Digital Humanities. Presented a group project to 50+ data school fellows from over 15 countries.

The Apple Scholarship (2022) – Value £ 28,000

Received the full scholarship from Apple to pursue my master's at the Royal College of Art in London.

Teaching Experience

Delhi University <https://abodid.com/du-workshop-responses>

Guest Lecture + Workshop for 50+ BA students of Delhi University on Ethnographic Filmmaking.

Next What?

Check out my portfolio including films, writing, interactive web apps, photographs, featured media and selected testimonials from clients and colleagues.

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

<https://www.linkedin.com/in/abodidsahoo/>