

ALAN DEAN

DIRECTOR - DIRECTOR OF PHOTOGRAPHY- EDITOR

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PROFILE

I am a focused and resourceful filmmaker with 14 years of professional production experience. I started my career in Los Angeles shooting short films, independent feature films, and music videos and have since established myself as a commercial director of photography and video director in the SF Bay Area, creating content for many well-known brands. With a strong attention to detail and a deep understanding of visual storytelling, I strive to lead every project with confidence, enthusiasm, and empathy.

SKILLS

Cinematography, directing, camera operating, lighting, photography, video editing, Adobe Creative Suite, creative decks, creative direction, story development, project management, motion graphics

NOTABLE CLIENTS

Cisco, Airbnb, Google, Autodesk, Ford Motor Company, Uber, HP, Apple, Robinhood, Dupont

EXPERIENCE

Cinematographer, Video Editor - Cisco; San Francisco, CA — 2023 - Present

A video and photo expert, I am currently a member of Cisco's in-house creative studio, filming and editing a wide range of video and photo content. In 2024, I led the effort to update the look and feel of Cisco's product photography; I have also led multiple international video shoots to capture customer story videos that played during executive keynote presentations at Cisco Live, the company's biggest event of the year.

I am our lead cinematographer, working with Canon EOS cinema cameras, as well as Sony mirrorless cameras. We have a versatile in-office studio space, and we commonly shoot on location, including travel shoots several times a year. I edit in Adobe Premiere Pro, After Effects, and Photoshop every week, often working on multiple projects simultaneously. I strive to create compelling corporate content no matter the subject or deliverable type; typical videos I create include product videos, documentary-style customer stories, software demos, fireside chats with executives and partners, and explainer videos.

Videographer - Y Combinator; San Francisco, CA — 2022 - 2023

I worked in a contract role with the internal production team to consult on video production trends and film video content for their popular YouTube channel and other social channels. We created a large video library and multiple ongoing video series to promote the brand and drive engagement.

Director, Cinematographer, Editor - The Werehaus; San Francisco, CA — 2016 - 2022

At The Werehaus, a creative production studio, I was a video director, cinematographer, and editor for commercial media that was featured in national campaigns for many top brands. Highlights include:

- + *Autodesk: BBI Autosport*, partner success story; DP & editor
- + *Robinhood: Stock Up*, product-focused look book video; editor
- + *Dupont: Froth-Pak*, series of 10 tutorial videos in 3 languages, product campaign; director
- + *Ford: Human Centered Design*, internal mission video, partnership with IDEO; director

- + *Airbnb Plus with Bobby Berk*, 3 videos, digital marketing campaign; director & editor
- + *HP*, 8 videos, social media campaign; DP & director

Director, DP, Editor - Freelance; Los Angeles, CA and San Francisco, CA — 2011 - 2016

Key crew member on hundreds of film and video projects, including feature films, commercials, social media campaigns, digital marketing videos, tutorial videos, and documentaries. Highlights include:

- + *The Phoenix Project*, feature film; streamed on Netflix, available to rent; DP
- + *Gilt*, feature film; distributed by Smith Global Media, available to rent; DP
- + *Cottonmouth*, feature film; DP
- + *Google: Sabrina Ionescu*, branded content starring WNBA player; DP

EDUCATION

Dodge College of Film & Media Arts, Chapman University — BFA in Film Production, 2011