

HENRIQUE VALE

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PROFILE

Has been working with audiovisual production since 2005, when started Social Communication College at Universidade Federal de Juiz de Fora. Responsible for create the Audiovisual Production Sector of Centro de Políticas Públicas e Avaliação da Educação at Universidade Federal de Juiz de Fora (CAEd/UFJF) in 2011. Founder and creative director of Máscara Filmes; company that has three main aims: commercial videos production, digital cinema and marketing/advertising support for clients. Experienced in non-linear and live editing, digital cinematography/ photography and postproduction. Works well with project leading, client, vendors, planning project schedules and costs. Advanced proficiency in English language, with basic and intermediate courses and participation on a exchange program and professional filmmaking workshops in USA.

PROFESSIONAL EXPERIENCE

- **Centro de Políticas Públicas e Avaliação da Educação, CAEd / UFJF**, Juiz de Fora-MG, 2011 - 2012

Supervisor - Setor de Produção Audiovisual

Responsible for the project that created the Audiovisual Production Sector of Centro de Políticas Públicas e Avaliação da Educação – Universidade Federal de Juiz de Fora. Had the function of coordinate the video production team and the development of all audiovisual content of the institution. Produced video classes and video resources for e-learning courses. Also, coordinated the production of corporate and e-learning videos to 14 State Departments of Education (AC, AM, RO, PA, PI, CE, PE, BA, ES, MG, RJ, GO, MS, RS) and City Departments of Education.

- **Centro de Políticas Públicas e Avaliação da Educação, CAEd / UFJF**, Juiz de Fora-MG, 2009 - 2010

Media developer for web courses

Developed multimedia resources for distance learning web platform (MOODLE) e.g: video classes, 2D animations, audio podcasts. Also produced and shot all institutional video content of the company such as: Training DVD's for employees, institutional advertising and commemorative videos. In that function had the responsibility to lead and organize projects.

- **ERA - Publicidade e Propaganda**, Belo Horizonte-MG, 2005 - 2012

Works as freelancer - Digital Cinematography and Editing - Cultural Events in Minas Gerais State

Between 2005 and 2012 worked as a freelancer professional for the company ERA - Empório de Relacionamentos Artísticos, from Belo Horizonte-MG. Some of these festivals:

I Love Jazz (2012) / Natura Musical (2012) / 18th, 19th, 20th, 21th and 25th editions of "Inverno Cultural da UFSJ" (São João del Rei) / "TIM Comida di Buteco" - 2008 (Belo Horizonte) / 10th edition of "Mostra de Cinema de Tiradentes" - 2007 / "Festival da Vida" - 2008 (Mariana) / "Tudo É Jazz" - 2008 (Ouro Preto) / 3rd Festival de Arte Negra de Belo Horizonte - 2005

- **Máscara Filmes**, Juiz de Fora-MG, 2009 - Present

Director - Communication

Offers digital marketing services, including hosting and management of websites, creating and sending online newsletters and corporate communication support. On the other hand, develops commercial video projects like DVD authoring and independent digital movies. Main clients: Festival de Cinema Primeiro Plano, Ganesh Produções (Music Festivals - GOA Trance, Kaballah e Euphoria), Spazio Caffè and Roberta Brandão.

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EDUCATIONAL BACKGROUND

- Bachelor's Degree in Social Communication at Universidade Federal de Juiz de Fora. Course conclusion on July 2009.

The course conclusion project was the video "Galeria Urbana", a short documentary about aesthetics of brazilian street art and its relationship with advertising and consumer market. The project won, in your modality, the national prize EXPOCOM 2010 by Intercom - Sociedade Brasileira de Estudos Interdisciplinares da Comunicação

- Specialist in Television, Cinema and Digital Medias at Universidade Federal de Juiz de Fora. Course conclusion on June 2012. Course Conclusion Project: Short-Film: "Viagem Real".

ADDITIONAL EXPERIENCE

- Digital Cinema Production:

- . Cinematographer - Short-Film "A Repartição" (2012) - Ficction
- . Director and Cinematographer - Short-Film "Viagem Real" (2012) - Ficction
- . Cinematographer - Short-Film "Sobre Cinema e Diálogos"(2010) - Ficction / Experimental
- . Director and Cinematographer - Short-Film "Galeria Urbana" (2009) - Documentary

- Maine Media Workshops / College (Rockport, Maine, USA)

Digital Cinematography Workshop - Taught by Bill Holshevnikoff - From June 5th to June 11th - 2001

Course sponsored by Canon. Internationally known institution in the fields of Photography, Filmmaking, and Multimedia.

- Seminar: Light it, Shoot it, Retouch it, Live! (New York, USA) - Taught by Scott Kelby - June 2nd - 2001
Photography, Lighting and Photo Editing (Adobe Lightroom 3 and Adobe Photoshop CS5).

- Rio Film Festival (Rio de Janeiro, Brasil)

Cinematography Workshop - Taught by Bill Bennett, ASC and Ueli Steiger, ASC - 14th, 15th October - 2011

- Workshops from "Universo Produção":

- . Film Script - 10th Mostra de Cinema de Tiradentes
- . Realization of a Short Documentary - 12th Mostra de Cinema de Tiradentes
- . Cinematography - 13th Mostra de Cinema de Tiradentes
- . Digital Cinematography - Mostra CineBH 2010
- . Film Directing - 14th Mostra de Cinema de Tiradentes
- . Cinematography - 15th Mostra de Cinema de Tiradentes

- Intercom (2010):

April 2010 - XV Congresso de Ciências da Comunicação da Região Sudeste - Vitória - ES.

September 2010 - XXXIII Congresso Brasileiro de Ciências da Comunicação - Caxias do Sul - RS.

- Projeto Central de Produção - UFJF (2006 e 2008) - Professional Training Scholarship - Digital Cinematography

- Work Experience – CCUSA's Exchange Program (From December 2007 to March 2008) – Durango, CO, USA

- English Language Courses: basic and intermediate levels finished at 2003 on Cultura Inglesa English Courses.

TECHNICAL PROFICIENCY

Platforms | MAC OSX / WINDOWS

Applications | Adobe Photoshop CS6, Illustrator CS6, Premiere CS6, After Effects CS6, In Design CS6, Encore CS6, Audition CS6, Lightroom 4, Aegisub, Office Suite, Sony Sound Forge, Sony Vegas, Apple Final Cut