



VIEW
THROUGH
THE LENSE

IVITA FILIPSONE

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Hello,

My name is Ivita Filipsonė. I would describe myself as an artist because I create and don't put limitations on my creativity.

I am originally from Latvia, now based in Coventry, United Kingdom. I moved here to study Media Production at Coventry University. This is where I truly found my passion for media arts.

I am a female media content creator who is most passionate about photography, videography and editing. These are the technical skills I have developed and practiced the most, however, I have been a part of multiple media arts projects like short films, festivals and exhibitions which has allowed me to take on different professional roles like producer, director, DOP, gaffer, editor, sound specialist and others.

Furthermore, I am a freelance social media manager for product brands and a podcast platform. I love using my vision and knowledge to create engaging content for my clients while using platforms like Instagram, Twitter, TikTok and Pinterest.

Throughout this portfolio you will be able to see some of my best work that includes:

- Short films (producer, director, social media marketing & publicity, editor, sound specialist, gaffer) ;
- Interactive app development for an exhibition using 360 video and VR;
- Broadcasting;
- Freelance videography, photography, editing (Adobe Software programs- Photoshop, Premiere Pro, Illustrator, Lightroom, InDesign, Aftereffects).

*Thank you for showing the interest in
me and my work, hope you enjoy the
tour of the view through my lens*

*Kind
regards
Ivita*





IN THE MOURNING

Short film based on Joseph Bennett story adapted by our director Joel Osei.

This is one of my favourite projects that I have been a part of. Together with my colleagues we created a dark comedy, short film based on Joseph Bennett's story. My role was editor, marketing and publicity and taking behind the scenes footage. I was in charge of all the social media accounts that were created as part of the marketing and promotion for the project, as well as creation of the main poster for the film. It was a great experience to work with such talented young artists from different parts of the world.

Ivita Filipsonsone



Two brothers getting prepared for their late father's funeral. The hate they have for him increases when they meet their "new" brother Oliver, another child their father adopted after he abandoned them. The two brothers must now find a way to bury their painful history with their father, while getting used to their new-found family member.



Story written by: Joseph Bennett
Director: Joel Osei
Producer: Juan Diaz Moreno
DOP, Editor: Antar Corrado, Ivita Filipsonsone, Yang Li
Marketing & Publicity; BTS : Ivita Filipsonsone
Sound designer: Yang Li
Gaffer: Oliver Davidson





I had an amazing opportunity to work with Zoe Serfaty ft. TOPSHOP on her BCU final university project. She contacted me to collaborate on this project as a cinematographer and editor. Topshop Does London is a project that includes an interactive location based app where users visit top tourist spots all over London and along with that they have personalised Topshop fashion ambassador who gives advise on their outfits.



TOPSHOP DOES LONDON
SHOT BY : IVITA FILIPSONE





One of the most fun projects I have worked on is the interactive app development by using 360 video and VR technology. Together with my team we created 'FOOD ME' app, based in Coventry, where users can experience the best places for food and drinks in Coventry city. The aim of this app is to allow users to choose the restaurant they want to visit based on their virtual reality experience where users can see the food/drinks and the atmosphere of the particular place.



These are still shots from video of the 'launch party' of the project where visitors were able to try out the full experience the app provides.



PODCAST

PIÑA TO MY COLADA is a podcast created by Ivita Filipsonsone and Sabine Vanaga. This podcast is focused on self-growth and wellbeing. The aim is to create a platform for those who want to find motivation and learn new ways how to grow as individuals.

Why name Piña to my colada? In Latvian there is a saying you are like the perfect glove to my hand, meaning you are 'meant to be together', 'close'. We wanted to find a similar saying in English and decided to go with 'you are piña to my colada' which refers to our friendship and the relationship we build with our audience.

On weekly episodes together with hosts Ivita and Sabine, listeners are able to engage with relatable content that is available on multiple platforms such as Spotify, Apple Podcasts, Amazon Music and Google Podcast. Currently, podcast has reached 16 countries from which top countries that podcast has been listened to are United Kingdom, United States, Latvia, France, Germany and Italy.



Sabine Vanaga

"Whether you think you can or you think you can't, you're right"

/Henry Ford/

"I have always believed that your mindset will determine your life quality. I strongly believe that you can achieve anything you want in life if you only put your mind to it. Believe and trust yourself but most importantly don't give up! The strength you hold within yourself is truly remarkable".

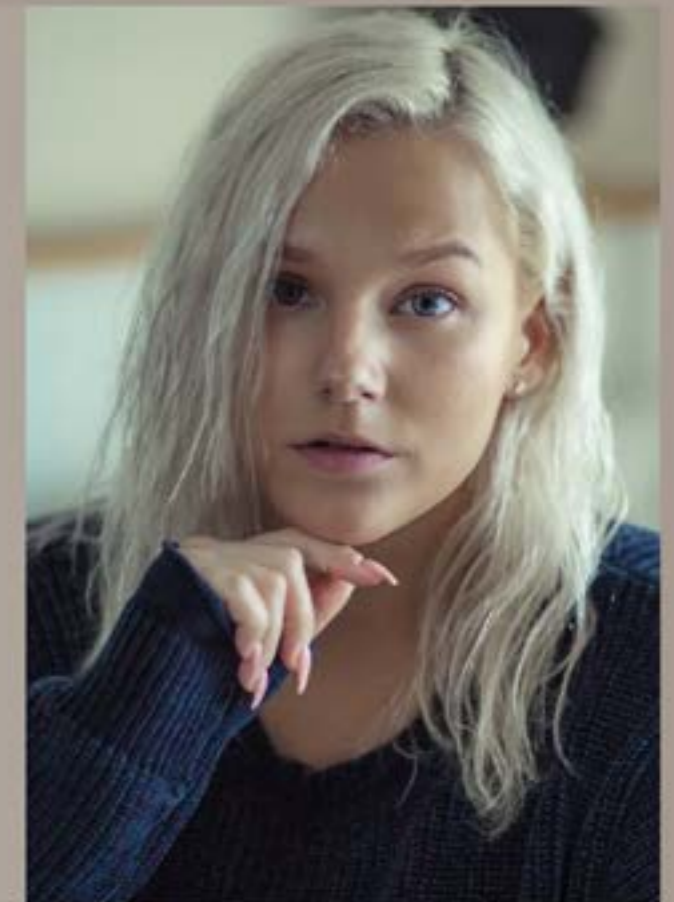
Ivita Filipsonsone

"Small steps in the right direction can turn out to be the biggest step of your life"

/Naeem

Callaway/

"This quote reflects on my life currently, because for the past two years I have finally taken small steps towards my dreams and things that I want to do in my life. I realised that if I don't do it now or if I wait for the 'right' moment then it may never happen. I don't want to regret things that I haven't done, I want to be able to say that I tried".







PHOTOGRAPHY

Lighting in media production is the most intriguing and most difficult in my opinion. It can create very different images and it is fun to add some colour gels and play with the lights.



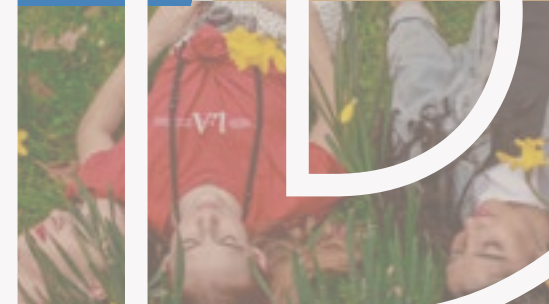
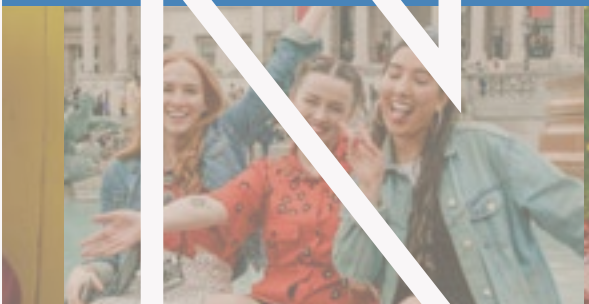
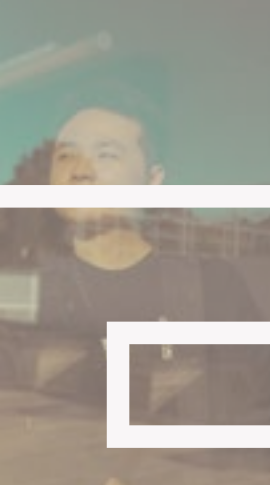
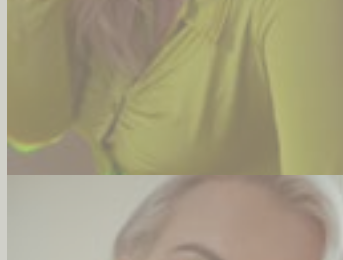
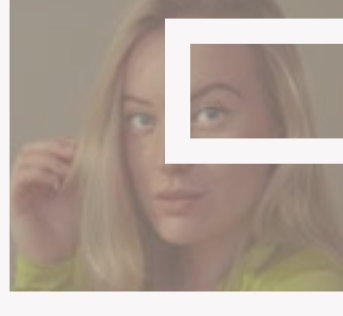
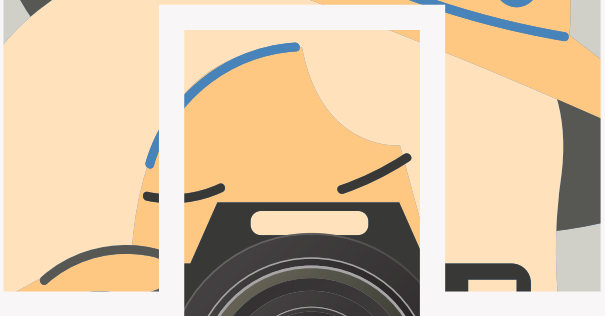
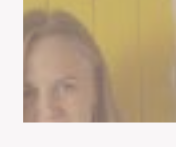
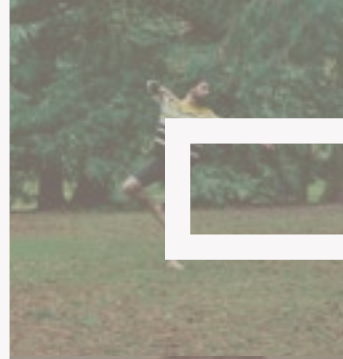




A man with a beard and a black beanie is performing a yoga pose in a forest. He is wearing a white sweater with yellow and black horizontal stripes and black shorts. He is standing on one leg, with his other leg raised and bent at the knee. His arms are extended outwards, and his head is turned to the right. The background is a dense forest of tall, thin trees with green foliage. The ground is covered in grass and fallen leaves.

'Where The Flowers Lay' promotional
photo/video shoot for Coventry Shoot
Festival





END