

Muhammad Usman Zubair

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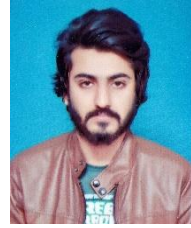
[Instagram](#)

[Website](#)

[Youtube Channel](#)

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Islamabad, Pakistan



PERSONAL STATEMENT

As a passionate animator and video content creator, I specialize in crafting high-quality, engaging ad creatives and video content for marketing campaigns, digital ads, social media platforms, and websites. My expertise lies in planning, shooting, editing, and producing visually compelling stories that resonate with target audiences and align with brand guidelines. Leveraging stock images, video footage, and cutting-edge AI tools, I bring creative concepts to life, ensuring each piece is optimized for platforms like Instagram, Facebook, YouTube, and TikTok.

Collaboration is at the heart of my process. I work closely with creative and marketing teams to brainstorm ideas, conceptualize narratives, and execute video content that captivates and inspires. Using industry-standard software such as Adobe Premiere Pro, After Effects, and Final Cut Pro, alongside AI-based tools, I meticulously edit and post-produce videos to enhance storytelling and visual appeal. I also source and curate stock footage, images, music, and effects to elevate the overall quality of the content.

With a keen eye for detail, I maintain an organized library of assets, project files, and completed work to ensure seamless workflows. Staying ahead of the curve, I continuously explore the latest video production trends, AI tools, and technologies to push creative boundaries and improve efficiency. My goal is to create impactful video content that not only meets but exceeds expectations, driving engagement and delivering results for brands and audiences alike.

EMPLOYMENT

Videographer / Editor / Animator / Photographer

Freelance
2015-Current

Skills

- Thinking creatively to produce new ideas and concepts and developing interactive videos;
- Observing set or location and reviews drawings and other information relating to natural or artificial conditions to determine filming and lighting requirements.
- Using Ai tools like Sora, ElevenLabs, Adobe firefly to create visuals/animations and Voiceovers/music/sfx
- Making videos using stock footage, vfx and music from Adobe Stock, Envato
- Take a brief to grasp production team's needs and specifications
- Selecting cameras, accessories, equipment, and film stock, utilizing knowledge of filming techniques, filming requirements, and computations.
- Review shooting script and raw material to create a shot decision list based on scenes' value and contribution to continuity
- Trim footage segments and put together the sequence of the film.
- Input music, dialogues, graphics and effects.
- Create rough and final cuts
- Continuously discover and implement new editing technologies and industry's best practices to maximize efficiency.

KEY SKILLS

Technical Skills

- Adobe Premiere Pro
- Adobe final Cut pro
- Adobe After Effects
- Blackmagic Divinci Resolve
- Adobe Photoshop, Adobe Lightroom.
- Adobe Illustrator
- Web Designing, Graphics Designing.
- MS Office

Achievements

- Shortlisted in Top 10 finalist in Nikon Film festival 2015 Pakistan
- Shortlisted in top 30 finalist in 60 second international film festival 2015

EDUCATION

- University College of Engineering and Technology, BZU
BSc (Hons) Mechanical Engineering- 65% (2010-2014)