

# MUHAMMAD MIRZA



As Designer with a unique characters and imaginative settings. Creating new perspectives in Art Direction, broadcast Design & Compositing . I have two decades of experience in Field, behind the scenes in various factors of Motion Design with Brand identity. I always believed in pushing the boundaries of contemporary motion design skill understanding the value of Design and direction to the limits of his Creative Imagination.

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— **Herogo TV** Streaming OTT Platform <https://www.herogotv.com/>  
Nov 2023 to Date **Worked as an Art Director.**

Responsibilities Include

- Research on Brand Design Strategy, creative look and feel & creative Art Direction of the Project. Art Direction, 2d & 3d Animation on for Social Media promotion Campaign.
- Worked in collaboration with cross-functional teams to absorb knowledge, define opportunities, and develop concepts and treatments to bring ideas to life.
- Manage the animation process and project breakdown on the complex rendered animation.
- Responsible to the production department for delivering the required animation, on time.
- Communicate regularly with the lighting, rigging Artist and production teams

— **NTV AMERICA NEWS CHANNEL** <https://www.ntvamerica.com/shows>  
Nov 2021 to Date **Worked as an Art Director.**

Responsibilities Include:

- Art Direction, Motion Plus Design for online Social Media Promotion and Application.
- Conceptualized on-air graphics with producers then completed final version using Adobe Photoshop, Illustrator, After Effects, Cinema 4d with Redshift renders.
- Promotion idents animated (from concept to execution)
- Research on design, look and feel of shows.
- Job involves, Mood board design, art direction, concept creation.

— **XCEED DESIGN**  
**Creative Consultant**

Responsibilities Include:

- Worked As a Creative Director. Managed outsource team. Look after all creative briefs from client
- Coordination with Character Animation team and gives Direction as per storyboard
- Making Storyboards and Mood Boards
- Managed Workflow and in order to keep high standards of execution, as per deadline restrictions from outsource team

— **Abbtakk NEWS** <https://abbtakk.tv/>  
8th Sep 2016 to Nov 2021, **Creative Director**

Responsibilities Include:

- Worked As a Creative Director. Managed Design Dept. and Animation. Real Time Graphics. Promos.
- Character Animation Story board, Filler Idents, Program titles, Special Events, Marketing Campaigns and monitoring
- the regular Workflow and in order to keep high standards of execution, as per deadline restrictions.
- Conceived and created 3D motion graphics for show opens and graphics and animation for entire show packages.

— **92HD NEWS:** <https://92newshd.tv/live-tv>  
5 Nov 2014 to 15 Aug 2015, **Creative Head**

Responsibilities Include:

- Working as a Creative Head. I Manage the entire operations of the department; all design and motion work of the TV channel is produced under my supervision.
- led the creative team to design and execute channel launch where each and every marketing and channel related design and motion graphics material was produced in-house.
- Conceptualized on-air graphics with producers then completed final version using Adobe Photoshop, Illustrator, After Effects, Cinema 4d with Redshift renders.
- Promotion idents animated (from concept to execution)
- Research on design, look and feel of shows.
- Job involves, Mood board design, art direction, concept creation.

## Creativity

Highly creative with the ability to think outside the box and come up with unique and visually stunning motion graphics

## Attention to Detail

Keen eye for detail to ensure high-quality output and deliver assets that align with brand's vision and standards

## Problem Solving

Excellent problem-solving skills to troubleshoot technical issues and find innovative solutions.





## SOFTWARE SKILL:

### Design & Print

|                   |                                  |
|-------------------|----------------------------------|
| Adobe Photo Shop  | <div style="width: 100%;"></div> |
| Adobe Illustrator | <div style="width: 100%;"></div> |
| MX Freehand       | <div style="width: 100%;"></div> |
| Corel Draw        | <div style="width: 100%;"></div> |
| InDesign          | <div style="width: 100%;"></div> |

### Motion Design

|                    |                                  |
|--------------------|----------------------------------|
| Adobe After Effect | <div style="width: 100%;"></div> |
| MAXON CINEMA 4D    | <div style="width: 100%;"></div> |
| REDSHIFT Renders   | <div style="width: 100%;"></div> |
| UNREAL ENGINE      | <div style="width: 100%;"></div> |

## key skill

- Project Management
- Art Direction
- VFX Videography
- Understanding design principles
- Motion Graphics
- Compositing
- Layout Designing
- Story Boarding
- Concept Design

## References

- Saqib Rana: CTO and VP of Acquisitions at Herogo TV +1 713 261 0701
- Carolina Del Carmen: Creative Director +1 713 345 0777
- Shahab Ahmed: Design, Advertising and Marketing +1 281 827 6631

### — A&B Production : <https://www.facebook.com/GeoAnBProductions/>

Feb 21, 2012 - June 16th, 2014

Responsibilities Include: **Art Director**

- Worked as Art Director. Managed all over Promotional Campaign
- Layout design & Motion Graphics for Drama, Soaps. Films. Design Social Templates.
- Keen eye for detail to ensure high-quality output and deliver assets that align with brand's vision and standards
- Excellent problem-solving skills to troubleshoot technical issues and find innovative solutions.
- Conceptualized on-air graphics with producers then completed final version using Adobe Photoshop, Illustrator, After Effects, Cinema 4d with Redshift renders.

### — ARY Digital Network <https://arydigital.tv>

April 2004 - 2011 **Head of Graphics**

Worked as Graphic Head Look After 4 Channel such as

**ARY Digital | The Musik | Fashion TV | ARY Zauq**

- Managed Over all Channel Branding, Design theme,
- Visual Design, Development Visual Concept, Design and Developing
- Channel IDENTs, Creating Promos, Events, Programs, Shows, Marketing Campaigns and Concerts events, monitoring the regular Workflow
- Layout design & Motion Graphics for Drama, Soaps. Films. Design Social Templates.
- Excellent problem-solving skills to troubleshoot technical issues and find innovative solutions.

### — NDUSTV NETWORK :

November 2002 - April 2004 **Creative Manager**

**INDUS VISION | INDUS MUSIC | INDUS NEWS | MTV Pakistan**

Managed over all channel brand strategy, visual design, Development visual concept, Design and Developing channel Ident's Monitoring the regular workflow and in order to keep high standards of execution.

- Layout design & Motion Graphics for Drama, Soaps. Films. Design Social Templates.
- Channel IDENTs, Creating Promos, Events, Programs, Shows,
- Marketing Campaigns and Concerts events, monitoring the regular Workflow

### — SHARP IMAGE <https://www.sharpimageonline.com>

December 2001 - November 2003 **Motion Graphic Artist**

- Worked as motion graphic designer & visual artist.
- covering logo Animation, Commercials Visual Effects,
- compositing. Color grading, Motion tracking and motion Graphics include story boarding.

### — ORIGIN COMMUNICATION [Pvt] LTD / Art Director

September 1998 – December 2001

Worked as a Art Director Covering Print Design, Logos, Stationery, Press Adds, Posters, Leaflets, Layouts and team management

Clients:

Dawlance-Wyeth Pakistan-Tie Shop [Fashion]  
Lader plex [Pharmacy]-UDL [FIRST UDL MODARABA]  
Comsats [Internet Service] -SYNC VIEW [Monitors]

### — ARGUS :

**Visualizer 1997 –1998.**

Worked as a Visualizer closely with the Art Director and Copy Writer, Visualized Design

Finalize Artworks

Design Corporate Campaigns under the supervision of Art director

## Education

- Fine Art & Communication Design, From Karachi School of Arts Diploma 1996 – 2000
- Four-year Diploma in communication Design From STUDIO ART ACADEMY OF FINE ART
- 3 months Training in Compositing & Visual Effects From POSTAMAZER
- 2 year Certification in FINE ART from KARACHI SCHOOL OF ARTS
- Graduation From NATIONAL COLLEGE





# COVER LETTER

## ***MUHAMMAD MIRZA***

Hello, I am Muhammad Azam Mirza, working as an Art Director with expertise in Motion Graphics, Graphic Design, and VFX.

With over 20 years of experience, I have built a strong portfolio that showcases my skills in 2D and 3D animation, social media post design, explainer videos, layout design, concept boards, branding, typography, VFX compositing, broadcast design, promotional campaigns for print, and digital marketing.

I'm proficient and possess excellent teamwork and time management abilities.

Additionally, I am well-versed in industry-standard software such as Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Maxon Cinema 4D, and currently training with Corel Draw and indesign for Printing.

You can find samples of my work by visiting my portfolio link in my resume.

Currently, I'm working as an Art Director with Herogo TV Streaming OTT platform.

Please visit my website: <https://www.axamxceed.com>.

Thanks.

Best Regards

M Azam Mirza

Houston TX based Designer

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