

IMRAN.M

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PERSONAL STATEMENT

I am a highly motivated and skilled photo-media artist and Educator seeking a position where I can put my expertise to the best of its use. I craft visual stories with precision and creativity, specializing in "mention specific techniques and genres". With a passion for capturing diverse cultures and experiences, my work aims to evoke emotions and provoke creative thought. Experienced in fast-paced environments, I bring a blend of technical expertise and artistic vision to deliver compelling and impactful imagery. I am committed to pushing boundaries and creating memorable visual narratives that resonate with viewers and students.

SKILLS & QUALIFICATIONS

Software:

- MAC & Windows operating systems
- Adobe Photoshop, Adobe Bridge, Adobe Lightroom, Capture One, Ms Office, PPT

Technical:

- Outstanding photographic, visual arts and multi-media expertise
- Digital SLR & mirror-less camera operation for still imaging "video moderate-level"
- Hand-full Experience with large format, medium format, SLR film and digital cameras and media
- Hand-full Experience "Digital-Back" Medium and large format system
- Sound knowledge in studio and on-location lighting set-ups for stills and video
- Specializing in Product and Portrait Photography
- Analogue and Digital darkroom expertise
- CTC "Copy to Copy" produce negatives & transparency films
- Artwork, Painting, Photography Reproduction & archiving

2019- Present Online Teaching @imranfotography Remote Digital Photography & Lighting Instructor

Digital Photography and lighting for beginner to amateur level photographers.

- Responsibilities Included: Design curriculum from introductory level to amateur level, covers indoor and outdoor Photography & lighting practices including Digital Work Flow include e-commerce.

2008 - 2019 Educationist

Universities & Int Colleges Included: SZABIST Dubai Campus, University of Gujrat, Sino British International College HUAT, Huanghuai University, Indus Valley School of Art & Architecture

- Taught analogue and digital professional photography practices, Lighting, art & design, creative thinking, digital imaging and filmmaking production.
- Guided students in the educational experience and exceeded each institution's requirements.

**2014 -2019 Photography, Design, Production, Critical Thinking. Szabist Dubai Campus, UAE
Full-time Senior Faculty of Media Science Department**

- Thesis advisor for Still Imaging, Moving-image and Critical Studies students in Visual Languages.
- Taught courses in Digital Media, Photography, Production, Art-Direction, Lighting, Design, Fine-arts Printing and Visual Languages with emphasis in communicative media and their importance in today's digital culture.

**2013 Photography, Lighting, Visual Media University of Gujrat, Pakistan
Foreign Visiting Assistant Professor**

Hired by the Higher Education Commission of Pakistan for curriculum development and teaching for Photography Bachelor's Degree students from (SADA-School of Art, Design & Architecture).

Teach all practical and theoretical aspects of digital photography. Teach photography as visual base medium from introductory photography skills to professional photography practice and critical study.

- Curriculum development and implementation, student evaluation and semester reports.
- Facilitate critical group discussion, arrange engaging field trips and guest lecture sessions
- Help students produce high-quality digital and analogue prints.
- Supervised final projects group exhibition.

2012-13 Foreign Visiting Lecture

**Senior Lecturer in Photography Sino British International College HUAT, China
Photography & Visual Communication Lecturer Huanghuai University, China**

- Taught all theory and practical aspects of photography. Also covered photography as a visual base medium from introductory photography skills to professional photography practice along with theory.
- Integral to designing and set-up Photography Studio, equipping it, and utilizing it as a teaching and student assessment practical space.
- Curriculum development and implementation, student evaluation and semester reports.
- Facilitate critical group discussion, arranged field trips and guest lecture sessions
- Help students to produce high-quality digital and analogue prints.
- Supervised final projects for group exhibition.

**2011 Digital Photography & Lighting Workshop Instructor Newcastle, UK
@imranfotography**

Conduct Digital Photography Workshops for beginner to amateur level photographers

- Responsibilities Included: Design course outline from introductory level to amateur level, covers indoor and outdoor Photography & lighting practices including Digital Work Flow.

**2009 - 2010 Digital & Analogue Photography Workshop Instructor
Indus Valley School of Art & Architecture, Pakistan**

Conduct long-term digital & Analogue photography workshop for beginner and amateur photography students.

Responsibilities Include: Developed course outline for workshop and provided technical support, arranging field trips along with curate a photography show for final projects.

PROFESSIONAL EXPERIENCE

2019- Present Lead-Photographer Hybrid
RAY Jewelers, Bossiercity LA USA
Photographer and digital imaging expert for online and social media content

2021- Present Senior-Photographer Remote
Senior Photographer at 2KGermes, Pakistan
• Supervised Advertising and Commercial Projects.

2008- Present Freelance Photographer

Worked with many International Clients in commercial industries providing imagery for both electronic and print media

- Client Brands Include: BRIEL, DOLCE & GABANA, Damiani, Platinum Guild, ANNA, Hanif Jewellers, Novacolor Pakistan, and many more.
Publications Include: Many print magazines JEWEL FASHION & WATCHES, VOGUE JEWEL, Visage, Diva, Vogue-Pakistan and many more.
- Countries Include: Milan Italy, London UK, Pakistan, Shanghai China and Dubai UAE and USA.
Assignments in China for TAOBAO (online shopping store), Amazon and many other international projects.
- Freelance "CTC" copy to copy photography projects and digital archiving for library and numerous artists.
- Managing high-volume product shoots.
- On model e-commerce photography shoot.
- Portrait and head shots.

Freelance Lighting-Director Projects Dubai, UAE

Providing photography, lighting and art-direction for video projects in Dubai, UAE.

- Music Video: Barishen, Lighting by Imran Muhammad
- Music Video: NA JA, Lighting by Imran Muhammad
- Music Video: Pakistan, Lighting & Art-Direction by Imran Muhammad

2008 - 2010 Photographer Mehroz Karim Films, Pakistan

Freelance Photographer and 1st Asst Lighting Director

Responsibilities Included: Lighting Direction, Location Scouting, Visual Documentation, Technical Guidance for Cameraman and other technical staff to improve Composition, Framing and other important elements. Supervised Documentary projects.

2006 - 2007 1st Assistant Photographer TANK Studio. Milan, Italy

- Responsibilities included: Studio Management,
- Worked with many international Brands
- Client Brands Include: DAMIANI INT, PLATINUM INT, MARCO BICEGO, SABADINI, BRIEL, DOLCE & GABANA, ANNA, and many more.
- Publications Include: Renowned print magazines including JEWEL FASHION & WATCHES, VOGUE JEWEL and many more.
- Worked with GIORGIO GREASEN.

Responsibilities Included:

- Managing studio.
- Configuration & operating photo equipment.
- Lighting set-ups for Photo Shoot in studio & on-location.
- Editing photo, archiving digital & analogue data.
- Set-design.
- Customer service.
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EDUCATION:

2011 **MA Degree, Photography** **University of Sunderland, UK**

Concentrations Include: Contemporary photography practice. Research and incorporation of digital Fine art techniques into conventional photographic practice

Active member in many Art communities, including NEPN (North East Photography Network) and REDEYE UK.

2007 **BS Degree, Photography** **Istituto Europeo Di Design Milan, Italy**

Major: Advertising and commercial photography

Areas of Study: Studied foundations and experimental photography, Analogue and digital Photography, Still Life, Fashion, digital/analogue darkroom technique.

2003 **Diploma in Fine Arts** **Karachi School of Arts, Pakistan**

Areas of Study: Sculpture, Digital Art and Photography.

Certification:

2023 **DeVos Institute of Arts Management** **USA**

The Cycle: Management of Successful Arts and Cultural Organizations

EXIBITIONS:

Participated in many photographic and art events/exhibitions include film festivals

REFERENCES

Available Upon Request