

IMRAN MUHAMMAD EDUCATOR (VISUAL STORYTELLING) · GLOBAL PHOTOGRAPHER

Accomplished **Educator and Academic Leader** with over 15 years of experience in photography, visual arts, and media sciences. Proven track record in designing and leading transformative academic programs, blending advanced photography techniques with critical theory to elevate student outcomes and institutional impact. Expertise gained in creating high-engagement curricula for both digital and analog photography, visual storytelling, lighting, and art direction, delivered across prestigious international institutions. Recognized for driving academic excellence through innovative teaching methodologies, industry collaboration, and comprehensive student mentorship.

Known for leading multi-disciplinary teams and curating large-scale exhibitions that enhance institutional reputation, while fostering a learning environment that prepares students for top-tier roles in creative industries. Demonstrated success in securing significant funding for arts programs, increasing enrollment rates, and achieving high graduation success. **Career Highlights Include:**

- **Transformed academic programs by designing and implementing cutting-edge photography curricula**, resulting in a 40% increase in student engagement, a 99% graduation rate, and a 30% improvement in alumni job placements within top-tier creative industries.
- **Curated high-profile student exhibitions that attracted over 500 attendees**, securing \$100K in institutional funding for state-of-the-art arts facilities and boosting the university's global arts reputation by 25%.
- **Expanded academic offerings through interdisciplinary programs in photography, digital arts, and visual communication**, leading to a 50% increase in course enrollment and a 20% rise in departmental funding from industry partnerships.
- **Mentored 100+ students in thesis and portfolio development**, with 90% of graduates securing competitive roles in global creative agencies, galleries, and commercial studios within six months of graduation.
- **Advanced Technical Expertise.** Extensive experience with professional photography tools and software, including Adobe Photoshop, Lightroom, Capture One, Adobe Express, Advanced studio lighting setups, driving exceptional image quality for both commercial and creative projects.

KEY SKILLS. Visual Storytelling & Creative Direction · Advanced Photography Techniques (Digital & Analog) · Studio & On-Location Lighting · Curriculum Development · Client Relationship Management · Mobile Photography, Videography, Editing, and Digital Content · Photography Reproduction & Archiving · Adobe Suite & Photography Software · Jewelry, Antiques & Collectible Photography · High-Impact Photography Campaigns

ACADEMIC EXPERIENCE

Various Institutes & Locations

2008 to 2019

ASSISTANT PROFESSOR

Taught across renowned institutions including SZABIST Dubai Campus UAE, Sino British International College HUAT China, Huanghuai University China, University of Gujrat Pakistan, and Indus Valley School of Art & Architecture Pakistan, delivering high-impact courses in analog and digital photography, advanced lighting techniques, art and design, creative and critical thinking, digital imaging, and filmmaking. Developed and implemented dynamic, industry-relevant curricula that significantly enhanced student engagement and skill proficiency, preparing graduates to excel in competitive creative industries.

2014-2019: Senior Faculty Member, Media Science Dept., SZABIST Dubai Campus, UAE

- **Pioneered Curriculum Innovation:** Spearheaded a complete overhaul of the Media Science curriculum, aligning it with evolving industry standards. Introduced cutting-edge courses for over 100 students, driving a 40% increase in student engagement and elevating proficiency in visual media. Achieved a remarkable 99% passing rate, reinforcing the program's academic excellence.
- **Drove Student Success:** Delivered transformative instruction in narrative photography and art design techniques, directly influencing the creative and technical skills of over 70 graduates. Empowered students to excel, contributing to significant post-graduation success in the media and creative industries.
- **Thesis Advisory & Mentorship:** Acted as a dedicated thesis advisor, mentoring students through complex projects while fostering an innovative, growth-focused learning environment. Facilitated holistic learning that cultivated academic excellence and professional readiness, with numerous graduates pursuing successful careers in visual media and design.

2013-2014: Foreign Visiting Assistant Professor, University of Gujrat, Pakistan

- **Program Development:** Hired by the Higher Education Commission to develop a specialized photography program and implement techniques to elevate fine art and commercial photography practices, improving student proficiency across genres.
- **Experiential Learning:** Planned and led industry visits and behind-the-scenes briefings with top professionals, expanding students' global perspectives.
- **Institutional Impact:** Oversaw a final group exhibition for over 200 students—the first grand exhibition covered by local media—leading to increased institutional support and funding for a new dedicated building for the School of Art, Design & Architecture.

2012-2013: Foreign Visiting Lecturer, Sino British International College HUAT & Huanghuai University, China

- **Program Establishment:** Established a photography program and designed a curriculum covering technical skills, artistic expression, and business fundamentals, resulting in a 100% graduation rate.
- **Facility Setup:** Set up and equipped a photography studio for teaching and assessments, enhancing the practical learning environment.
- **Standards Alignment:** Organized field trips and assisted students in producing high-quality digital and analog prints, aligning with UK standards of affiliated universities.

2009-2010: Photography Certification Program Instructor, Indus Valley School of Art & Architecture, Pakistan

- **Certification Program Creation:** Created and conducted 3–6-month certification programs in digital and analog photography, while introducing innovative teaching techniques, leading to a 100% success rate for participants.
- **Exhibition Curation:** Curated a photography exhibition for final projects, attracting significant attention from target audiences and media.

EXHIBITIONS

Exhibitions and competitions have consistently highlighted the versatility and mastery in contemporary imaging, with work spanning from experimental digital photography to large-scale public art installations.

Current- Experimenting with Digital/Analog Contemporary Imaging for upcoming Exhibition.

2013 - Culture Show Photography Group Exhibition at UOG, Pakistan

2012 - Urban Land-Escape (Two person show) at Huanghuai University, China

2011- Common Ground (Group Exhibition) at Reg Vardy Gallery Sunderland, UK

2010 – 2011 Essen/Sunderland billboard project exhibition. (*Billboard series exhibited on advertising sites across the city of Essen, Germany, and in Sunderland UK*)

2010 - Image (Photography Exhibition) at Alhumra Art Council, Lahore, Pakistan

2007 - Digital Photography Exhibition. Milan Italy. 2007 (*The exhibition traveled throughout the country*)

2006 - Noir Photographic Exhibition, Milan Italy (*The Exhibition was also held in Germany*)

2006 - Photographic Exhibition at Galleria-Arte, Milan Italy

2006 - Participated in MI-ARTE, Milan Italy

2005 - International Photographic Competition by UNEP (*United Nations Environment Program*)

2005 - All Pakistan Digital Photography Competition organized by HP, Lahore, Pakistan

2004 - All Pakistan Digital Photography Competition organized by HP, Lahore, Pakistan

2004 - Selected artists in all of Pakistan arrange by PNCA for the outdoor program to promote Northern Areas of Pakistan

2004 - Participated as a Sculptor in Art Fest organized by Sheraton Hotel, Karachi

2004 - Kodak Photo Vision at Art Council organized by Photographic Society, Karachi 2004 "Emerging Talent" Exhibition at V.M Art Gallery, Karachi, Pakistan

2004 Thakti Exhibition by India- Pakistan Peace Summit Conference at Hotel Beach Luxury

2003 - All Pakistan Photography Exhibitions at P.N.C.A, Islamabad.

2003 - Nationwide Photographic Exhibition at The Art Council, Karachi, Pakistan

2003 - Artsmart Design Competition by Benson & Hedges 2003

2002 - National Exhibition of Sculpture at Al Hamra Art Gallery, Lahore, Pakistan

2001 - Caravan-e- Karachi Art event for promoting Art at Frere Hall, Karachi, Pakistan

PROFESSIONAL EXPERIENCE

2KGerms (Remote, Global)

2021 to Present

SENIOR PHOTOGRAPHER (PRODUCT & LUXURY LIFESTYLE)

Recruited to deliver high-quality visual content for global advertising and commercial campaigns. Skilled in coordinating remote photoshoots across diverse locations by implementing advanced communication strategies and collaboration tools, ensuring seamless project execution. Directed over 20 complex advertising campaigns, expanding client portfolios and refining brand aesthetics.

- Spearheaded seamless execution of remote photoshoots across multiple global locations, utilizing advanced communication tools, which resulted in a 30% improvement in project efficiency and client satisfaction.
- Led 20+ complex advertising campaigns, directly contributing to a 15% increase in client acquisition and expanding the client portfolio through innovative visual storytelling.
- Developed and standardized workflows for remote photography projects, reducing turnaround time by 30% and enhancing overall team productivity.
- Mentored junior photographers, boosting team performance by 20%, improving project quality, and fostering a collaborative, high-performing creative environment.
- Enhanced brand visibility and sales by optimizing social media imagery, driving a 25% increase in engagement and contributing to a significant boost in online traffic and conversions.

RAY Jewelers (Bossier City, LA)**2019 to Present****LEAD PHOTOGRAPHER**

Led the creative direction and execution of high-quality online and print advertising content, specializing in jewelry photography to refine product visuals and improve sales performance. Supervise advertising and commercial projects, while mentoring the creative team to meet international standards.

- Overcame the challenge of capturing the intricate details of jewelry to boost online sales; developed advanced macro-photography and precise lighting techniques, resulting in a significant surge in online sales conversions and improved customer engagement.
- Streamlined product management and inventory handling by integrating inventory systems with the photography workflow, reducing turnaround time, and increasing efficiency in content creation.
- Implemented standardized image editing protocols for color correction and detailing, enhancing brand consistency and customer trust.
- Selected optimal photography equipment tailored to each product, producing superior-quality images that effectively showcased features and contributed to customer satisfaction.

@Imranfotography Studios (Remote)**2008 to Present****FREELANCE PHOTOGRAPHER & ONLINE EDUCATOR**

Hired as a photography consultant and educator to provide photography services to international clients across commercial industries, managing high-volume product shoots while maintaining quality. Design and conduct digital and analog photography and lighting courses for beginner to amateur-level learners.

- Met with diverse client needs across multiple countries and industries and delivered high-quality photography services to brands like Briel, Dolce & Gabbana, and Bello & Preciso, resulting in a robust international client base and recurring contracts.
- Executed assignments for Taobao, Amazon, and other international projects, expanding market reach and personal brand recognition.
- Handled "CTC" copy-to-copy photography projects and digital archiving for libraries and artists, ensuring accurate preservation and dissemination of visual materials.
- Identified a need for accessible photography education and designed comprehensive curricula covering theory and practical aspects, uplifting students' photography skills.
- Assisted corporate clients in building in-house photography studios, enabling to fulfill needs internally and reduce outsourcing costs.
- Introduced courses on mobile photography, videography, editing, and social media content, expanding the program's reach and relevance.

Freelance, Dubai (UAE)**2014 to 2019****LIGHTING, ART DIRECTOR PROJECTS**

Directed photography, lighting, and art direction for video projects in Dubai, ensuring the creation of high-quality, visually compelling content. Collaborated with production teams and artists to elevate brand imagery and enhance audience engagement, all while working under tight deadlines and strict budgets.

- Created visually compelling music videos under tight deadlines; executed lighting and art direction for projects like Barishen, NA JA, and Pakistan, leading to increased viewership and acclaim for the artists.
- Collaborated with directors and production teams to develop creative concepts, resulting in videos that enhanced the artists' brand image.
- Optimized lighting setups to achieve cinematic quality on a budget, improving production value and client satisfaction.

Mehroz Karim Films (Pakistan)**2008 to 2010****PHOTOGRAPHER**

Brought on board to lead and supervise documentary projects, managing a team of lighting technicians and camera operators to enhance visual storytelling. Collaborated closely with directors to ensure cinematic excellence, contributing to location scouting and lighting direction for large-scale productions that gained critical recognition.

- Delivered enhanced visual composition and framing for TV Dramas projects by offering expert technical guidance to the camera crew, elevating the quality and storytelling impact of documentaries and TV Dramas.
- Spearheaded lighting direction and location scouting, ensuring smooth project execution and securing critical acclaim for production quality and creativity.

TANK Studio (Milan, Italy)**2006 to 2007****FIRST ASSISTANT PHOTOGRAPHER**

Chosen to lead high-profile photoshoots for luxury brands at TANK Studio, Milan, due to proven ability to deliver flawless visual content for clients such as DAMIANI INT, DOLCE & GABBANA and JEWEL FASHION & WATCHES "Magazine". Played a pivotal role in elevating the studio's global reputation, securing repeat business from top-tier clients.

- Led equipment configuration and setup for diverse luxury shoots, ensuring seamless production and top-quality imagery that exceeded client expectations.
- Implemented an innovative digital archiving system, slashing project turnaround time by 15%, while improving media organization and accuracy, which enhanced future project workflows.
- Spearheaded editing processes for both digital and analog content, ensuring accurate and organized archives, leading to a smoother, more efficient creative workflow.

EDUCATION

Master of Arts, Photography — University of Sunderland, UK
Bachelor of Arts, Photography — Istituto Europeo Di Design, Milan, Italy
Bachelor in Fine Arts — Karachi School of Arts, Pakistan

CERTIFICATIONS

The Cycle: Management of Successful Arts and Cultural Organizations — DeVos Institute of Arts Management, USA
Juror "Un Click Fouri Dell Ring", Photography Competition — Verona, Italy
Certificate Diploma in Textile Design — Turabco Textile Design, Pakistan

HONORS & AWARDS

Award for Poster Contest on Maternal Mortality — Pakistan National Forum on Women's Health, Karachi, 2003
Award for Participation in Art Exhibition as an Artist — Park Towers, Karachi, 2003
Award for Innovative Art Submission as a Fine Art Photographer — Benson & Hedges, Pakistan, 2003
Award for Mime Performance in "Artifice" Event — Institute of Business Administration, Karachi, 2002
Best Mime Artist — "Shadows of Change" Event, Karachi School of Arts, 2001

COMMUNITY ENGAGEMENT & VOLUNTEER WORK

Contributor, "Own an Hour Program" — Pakistan Association Dubai (PAD), UAE, 2018–2019
Chairperson, Multidisciplinary International Conference — SZABIST Dubai Campus, UAE, 2016
Volunteer Photographer — "The Versatile Image: Photography in the Era of Web 2.0" Conference, Sunderland, UK, 2010
Director of Photography & Photographer — "THAR Coal Project" Documentary, Pakistan, 2010
Volunteer Photographer for Flood Victims — Pakistan, 2010
Volunteer Photographer for Earthquake Victims — Northern Areas of Pakistan, 2008
Seminars & Workshops Facilitator — UAE & Pakistan, 2012–2019