

# MUHAMMAD HAMZA

Producer/Cinematographer/XR Developer

RDK 1204 A GREEN  
COMMUNITY DIP 1  
**0521395554**  
**hsaleem847@GMAIL.COM**

## EXPERIENCE

### **Khales Project Management, Dubai—Content Creator**

June 2025 - Present

Led end-to-end video production including shooting, editing, and post-production for brand campaigns and real estate showcases. Developed AI-powered visual content for Instagram using tools like Krea, Nano Banana, and MidJourney, enhancing brand identity and engagement.

Created high-quality cinematic visuals tailored for luxury property marketing, ensuring alignment with brand vision.

Managed content strategy for social media, producing reels, posts, and promotional assets optimized for audience reach.

### **Garage Studio, Dubai, Dubai—Virtual Cinematographer/XR Developer [FREELANCE]**

April 2025 - June 2025

Spearheaded the integration of a fully functional XR studio pipeline using Blackmagic Ultimatte, HyperDeck, and Vive Mars, enabling real-time 4K virtual production through Unreal Engine. As the lead XR Developer, I engineered the system to support seamless live compositing, genlock synchronization, and camera tracking, ensuring broadcast-ready results.

Following the technical build, I transitioned into the role of Cinematographer, leading virtual production shoots and creatively aligning physical lighting and camera work with digital environments.

#### **Key Achievement:**

Successfully contributed to building **one of the first green screen XR studios in Dubai**, setting a benchmark for high-end virtual production workflows in the region.

### **Just Lucid Studio, Dubai, Dubai—Cinematographer/Art Director**

April 2024 - May 2025

Since April 2024, I have been working as a Cinematographer at Just Lucid Studios, where we produce brand ads, e-commerce ads, and virtual production commercials. I have had the opportunity to collaborate with prominent brands in the perfumery sector, including Fragrance World, Ahmed Al Magrabi, Lataffa, Paris Belle, House of Perfume, Yousaf Bhai, and Maison de Perfume. Additionally, I have contributed to projects in the

## SKILLS

Direction, Film Producer, Cinematography, Unreal Engine, Photography, Social Media, Brand Management, Production Management, Art Direction, Adobe Premiere Pro, Adobe Photoshop,, Drones operator Davinci Resolve, Camera Operator,

## AWARDS

**Best Male Leading Role In Theatre Acting in :-**

Nukta, Magna, Enigma

## LANGUAGES

English Urdu

## Personal Information:

Date of births

04/20/1996

Marital status:

Single

Nationality

Pakistani

cosmetics industry for brands like Cosmo, Sterling, Fresh and White, and have produced a film commercial for Jama Jewels. During my tenure, I have also expanded my expertise in virtual production, successfully filming virtual production commercials for Fragrance World, Yousaf Bhai, and Ahmed Al Magrabi Paris Belle. This role has enhanced my technical skills and creative storytelling, ensuring that each project meets the highest standards of visual excellence.

### **LUMS University, Lahore— Videographer and photographer**

July 2022 -April 2024

I began my tenure at LUMS University as a Videographer and Photographer, managing visual content for their social media platforms. Within a year, I was promoted to Production Lead for LUMSX, overseeing the production of high-quality online courses in partnership with ILMX. My role involved directing, filming, and ensuring seamless post-production for educational content, contributing to the expansion of LUMSX as a premier online learning platform.

### **Visual Prophecy, Lahore— Cinematographer**

June 2018 - Feb 2021

At Visual Prophecy, I worked as a Cinematographer, leading the visual execution of Brand Ads and Commercials for top-tier clients. I collaborated with creative teams to produce high-quality content for brands like Pepsi Co, Huawei, Suzuki, LUMS, Sapphire, BTW Pakistan, Gatorade, and Red Loft Restaurant. My role involved camera operation, lighting design, and ensuring cinematic excellence in every project. Through innovative storytelling and technical expertise, I helped brands create compelling visual narratives that resonated with their audiences.

## **EDUCATION**

### **Beaconhouse National University, Lahore— B.A (HONS) In Social Sciences In Major With Theatre Film And Television Jan 2017 - Feb 2021**

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### **KIPS COLLEGE, Lahore — Intermediate In Computer Sciences**

Sept 2016 - May 2014

### **GARRISON BOYS HIGH SCHOOL, Lahore — MATRICULATION**

Jan 2003 - June 2013

## **FREELANCE PROJECTS:**

- **BTS coverage**

**yoyo honey singh music video (Aadat)**

- **Cinematography**

**music video for Falak Shabir (sajna dour)**

- **Cinematographer**

**Reels for SAGA DXB**

- **Directed music video**

**Izhar -The khawab band**

- **Directed/cinematography**

**LCI Pakistan digital commercial**

- **Directed/cinematography**

**Frescare for karandaaz Pakistan**

- **Music video ( hallelujah by alistar alvin)**

**Worked as light gaffer and production head**

- **Music video ( munday punjab de by danyal zafar)**

**Worked as production manager**

- **Music video (jhol by zain aslam)**

**Worked as line producer**

- **Music video (chad gayi) Danyal zafar**

**Worked as videographer as-well line producer.**

- **Total Parco Pakistan**

**Document an video for total Parco as videographer**

- **Dealwalay.pk**

**Produce Digital Video Commercial as a producer.**

- **Final year Thesis project:**

**Direct 18 min thesis as my final year project**

**Title: (Maan Marzian)**

- **Suzuki dVC as assistant director**

- **Pepsi rap battle music video as associate director**

- **PepsiCo agro (with purpose) sustainable farming project as director of photography**

- **PepsiCo agro(with purpose) sustainable farming multan snack plant project as assistant**

**director**

- **PepsiCo annual event with purpose as camera assistant**
- **Kingston College Commercial for admission open as associate director**
- **Commercial of Red lotus as assistant director and as well camera assistant**
- **Commercial of sapphire introducing canvas bags**
- **Gatorade brand launching videos #nothingbeatsgatorade**
- **Lahore university of management science undergraduate program**
- **Work for chalso travels trip to hunza**
- **PepsiCo documentary as an Assistant director, production manager.**
- **I work for tv commercial of BY THE WAY as an Assistant Art Director, production**

**manager.**

- **Huawei Nova i3 DVC as an assistant director.**
- **Lahore University of Management and Sciences, social media champagne . For**

**admissions Dvc as assistant director.**

- **Shoe planet product photography Eid champagne as a production manager.**
- **hospitality inn red lotus Dvc as an director of photography.**

- **Uniworth shop celebrating 47th anniversary**

- **Beacon house National University, Lahore 2018**

**Managed registrations at the 3rd BNUFF (Film Festival)**