

SYED KASHIF ALI MOHSIN

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D.O.B: 25th May 1989

Highlights:

- Over 7 years experience as Art director for Pakistani Feature Films, Drama serials and Commercials
- Worked in leading Tv Channels Such AS Geo Entertainment, ARY Digital in Art Directing over 19 Drama Serials
- Art director of 5 Feature Film of Pakistani Cinema and web series
- Art Director of India's Web series Zee5
- Creator and Author of 'Moth Ki Parchi' graphic Novel based on the Karachi city violence silenced/hidden by Government and Media. <http://www.joomag.com/magazine/moat-ki-parchi/0537215001394268296?short>
- Member of The Arts Council Pakistan
- Passion for paintings, having exhibited in "Fabiano Museum" in Italy and numerous other exhibitions across Pakistan
- Lecturer at Ziauddin University Media Science Department, having thought Film Making and thesis adviser to bachelor student for 2 years
- Bachelor of Fine Arts (BFA) from Indus Valley School of Arts with an Honourable Distinction Position as top thesis of batch of year 2013
- Admirer of art and culture: Inbuilt curiosity and creativity, knack to challenge norms while demonstrating flexibility, adaptability
- Expert knowledge of Adobe Aftereffects, Adobe Premier, Adobe Illustrator, Adobe Photoshop and Microsoft Office. Bilingual in English, Urdu and Hindi

Skills

Adobe Aftereffects	Art direct- Film and commercial	Painting
Adobe Premier	Set Designer	Article writing
Adobe Illustrator	Story board making/illustration	Communication skills
Adobe Photoshop	Film Maker	Creative Thinker
Microsoft		

Professional Experience

Art Director Films & Art Director Web Series 2016-2021

Art Director of Box Office Hit Feature Films of Pakistani Cinema and Indian Zee5 Web Series

- Chaudhary – Laaj Production 2021
- AbdullahPur Ka Davdaas – Zee Tv 2021
- Enaaya – Showcase Production 2019
- Zindigi Kitni Haseen Hai – King Fisher Production /RC 2016
Production
- Karachi Se Lahore – Showcase Production 2015
- Jawani Phir Nahi Ani - Six Sigma Production 2015

Countless Commercial Art Direction

2016-2021

Art Director of major Pakistani tv commercials. Have only included major Brands out of countless other available on my website.

- Bona Papa – Baby Diapers 2019-2021
- Hamdard - Rooh Afza Commercial Campaign 2018-2020
- Shaukat Khanum – Cancer Awareness Program & Hospital 2018-2020
- Jazz 4G 2020

Art Director Drama Serial

2016-2021

Art Director of leading Geo Entertainment Serials, ARY Entertainment Serials, TV One & Aaj Entertainment

- Pehli Si Muhabbat – ARY Entertainment 2021
- Meri Mishaal – Aaj Entertainment 2020
- Bandhay Aik Dour Se – Geo Entertainment 2020
- Muqaddar - Geo Entertainment 2020
- Deewangi - Geo Entertainment 2019
- Dil Kya Karay - Geo Entertainment 2019
- Shahrukh Ki Saaliyan - Geo Entertainment 2019
- Kahin Deep Jalay - Geo Entertainment 2019
- Darr Khuda Se - Geo Entertainment 2019
- Mera Rab Waris - Geo Entertainment 2019
- Piya Naam Ka Diya - Geo Entertainment 2019
- Mera Rab Waris - Geo Entertainment 2019
- Enaaya – ShowCase Production 2019
- Naulakha – TvOne 2018
- Seerat 2018 - 7th Sky Production 2018
- Romeo Weds Heer - 7th Sky Production 2018
- Khaani - 7th Sky Production 2017

Lecturer at Ziauddin University

Media Science Department 2019-2017

2017-2019

Gained firsthand experience in preparation of Financial Accounts and statements for various companies

Painting Exhibition

- **FabianoInAcquarello** – Fabriano, Italy. Group Painting Exhibition 2018
- **Full Circle Art Gallery** – Karachi, Pakistan. Group Painting Exhibition 2014
- **V.M. Art Gallery** – Karachi, Pakistan. Group Painting Exhibition 2014

Education

- **BFA – Bachelor of Fine Arts** (Indus Valley school of Art and Architecture – Karachi, Pakistan) *Honourable distinction in thesis* 2013
- **A' Level – college** (Karachi International School) 2007
- **10TH grade Highschool** (The renaissance Chartered School – New York, USA) 2004

Key Achievements

- Art Director of 5 Pakistani Feature Films.
- Art Director of leading Gross Profit Drama Serials such as Khaani, Pehli Si Muhabbat
- Creator and Author of Digital Graphic Novel “Moth Ki Parchi”.
- Have participated in more than 3 group Painting Exhibition at various galleries across Pakistan.
- Member of Pakistan ARTs Council
- Passed with Honourable Distinction Position in Bachelor of Fine Arts (BFA) from Indus Valley School of Arts.
- Wrote article as an Art Critic in book “Aesthetics & The Indus Woman”, Critic on Moazzam Ali a very famous artist of Pakistan.
- Active Participant in Street Art, an NGO in Pakistan which works to bring happiness on the faces of children in slums of the street through Art Therapy Sessions.
- Created a Graphic Novel Called “Moth ki Parchi”; .It is based on city violence in Karachi which is hidden from world by Government and Media. All Illustrations as well as story were created by me. <http://www.joomag.com/magazine/moat-ki-parchi/0537215001394268296?short>
- Made two animations on life in Karachi City.

Interest and Hobbies

- Film Making
- Creative thinking
- Painting

Website

www.mohsinalifilms.com

Refence Available Upon request