

# YASEEN ALI

MEDIA STUDIES STUDENT

03352335111 | yaseenunain2010@gmail.com | Karachi, Pakistan

LANGUAGES

English | Urdu

## ABOUT ME

Currently studying Media Studies at IOBM, with experience in photography and videography for both on-campus and external events representing the university. I've also directed and edited short films as part of coursework, strengthening my skills in storytelling and visual composition. Skilled in Adobe Premiere Pro and Photoshop. I have also worked on complete brand identity development, including logo design, color palette, and visual assets. Comfortable working independently or within a team, and always motivated to learn, experiment, and bring creative ideas to life.

## SKILLS

Adobe Premiere	Visual Production & Direction	Photography	Brand Identity Design
Photoshop	Production Assistance	Event Coverage	Team Collaboration

## EXPERIENCE AND PROJECTS

### Videographer & Photographer

IoBM Film Society (General Secretary)

- Led and contributed to event coverage through videography and photography
- Covered major events like Pakistan Travel Mart 2025, Islamic Banking Conference 2024, and on-campus activities
- Captured and produced content for IoBM's social media and Instagram reels
- Oversaw behind-the-scenes production and content direction for promotional media

### Finovo – Brand Identity Project

Design Tools Course Project

- Created a complete brand identity including logo, color palette, and typography
- Designed packaging, product tags, business cards, brochures, and employee ID cards
- Developed social media visuals aligned with brand aesthetics

### Academic Film & Photography Projects

Institute of Business Management

- **TV Commercial** : Watch: Directed and edited a commercial for post-production coursework
- **The Last Voice** : (Short Film): Directed a narrative short focused on storytelling and editing
- **Cursed** : (30-Second Film): Created a short film from concept to final edit for a cinematography course
- **Between the Pages**: Shot a Dogme95-style film for a film history project
- **Karachi Architecture Series** : Photographed historic buildings for a visual study
- **Photojournalism Stories** : Covered a funeral at St. Patrick's Cathedral and spiritual life at Abdullah Shah Ghazi Shrine.

### Student Thesis Film – Production Assistant & Actor

- Played a featured role in a senior's short film.
- Supported production tasks including set coordination, equipment setup, and on-set operations.

## EDUCATION

### Matriculation

St Lawrence's High School 2008 – 2019

### Intermediate

St Patrick's College 2020 – 2022

### Bachelor's in Media Studies

Institute of Business Management 2023 – Present