

Usama Maqsood

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Professional Summary

Creative Director | Producer | AI-Driven Content Creator | Production Management Specialist

Experienced and highly skilled in **production management, filmmaking, and AI-driven content creation**, with a proven track record of executing **TVCs, DVCs, short films, documentaries, and fashion films** from concept to final production. Over **6 years** of experience in managing large-scale productions, directing, and leveraging AI to enhance storytelling and streamline workflows. Passionate about pushing creative boundaries and delivering high-impact visual content for top national and international brands.

Professional Experience

Creative Director/ Producer

Freelance | 2024 - Present

- Conceptualized, directed, and produced **high-quality commercials, short films, and branded content** for diverse industries.
- Managed end-to-end production, including **pre-production planning, on-set direction, and post-production supervision**.
- Collaborated with clients to **develop compelling visual narratives** that align with their brand identity.
- Integrated **AI tools in content creation**, optimizing video editing, VFX, and automated post-production workflows.

Production Manager / Assistant Director

[Cineasta Studio] | Feb 2022 – August 2024

- Oversaw the **logistics, budgeting, and execution** of various productions, ensuring smooth operations.
- Managed cast and crew, maintaining efficiency and ensuring deadlines were met.
- Assisted in **camera direction, shot planning, and scene execution**, enhancing visual storytelling.

- Coordinated between production teams and clients to ensure the delivery of high-quality content.

Associate art director & Production Manager

[Rearts] | Feb 2018 – March 2020

- Led the creative vision and execution of high-end commercials, short films, and branded content, ensuring a seamless blend of aesthetics and storytelling.
- Managed end-to-end production workflows, from budgeting and scheduling to on-set coordination, optimizing resources for maximum efficiency.
- Directed multidisciplinary teams, including cinematographers, editors, and designers, to deliver visually compelling and brand-aligned content.
- Oversaw post-production processes, ensuring top-tier editing, color grading, and final delivery that met industry and client standards.

Key Skills

✔ **Production Management** | ✔ **Creative Direction** | ✔ **Filmmaking & Cinematography**

✔ **AI-Driven Content Creation** | ✔ **Editing & Color Grading** | ✔ **Storyboarding & Concept Development**

✔ **Client & Team Collaboration** | ✔ **Photography & Videography** | ✔ **Post-Production Supervision**

Education

🎓 **Bachelor's in Media & Mass Communications (Film & TV Major)**

- [Beaconhouse National University], Pakistan | [2018 - 2022]

Certifications

- Advanced Filmmaking & Production Management

- AI in Video Editing & Post-Production

Tools & Technologies

📌 **Adobe Premiere Pro, DaVinci Resolve, After Effects**

📌 **AI Tools for Content Creation (Runway, Topaz AI, Stable Diffusion)**

📌 **Camera & Lighting Equipment (Sony, Canon, RED, Arri)**