

ALI RAZA PEERZADA

A multidisciplinary creative with professional experience in art, design, and film making.

12, Jan, 1990 ♦ Lahore, Pakistan ♦ Phone: 0346-4059269

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EDUCATION & CREDENTIALS

Post-Graduation: MS Film & TV Studies

From Beaconhouse National University Lahore in 2018

Masters in Film & TV Studies (*Distinction*)

From Beaconhouse National University Lahore in 2013

Graduation: B.F.A (Graphic Design)

From College of Art & Design, University of Punjab Lahore in 2011

Intermediate: F.A (Fine Arts) From Govt College University, Lahore in 2007

Matriculation: Govt. Central Model School, Rattigan Road, Lahore in 2005

Career Profile

♦ **Government College University Lahore** (June2016-Currently)

Working as a Lecturer Department of Fine Arts, Government College University Lahore.

♦ **Government College University Lahore** (Visiting Lecturer - Self Supporting)

Worked as a Visiting Lecturer for one year 2025 in the Institute of Media and Mass Communication at Government College University Lahore.

♦ **Government College University Lahore** (Visiting Lecturer - October 2015)

Worked as a Visiting Lecturer for one semester in the Department of Fine Arts at Government College University Lahore.

♦ **University of Gujrat** (Feb2014-June2016)(2Years,3Months,19Days)

Worked as a Lecturer Department of Multimedia Arts, School of Art Design & Architecture University of Gujrat.

♦ **University of Punjab** (Visiting Lecturer- September 2013)

Worked as a Visiting Lecturer College of Art & Design Punjab University Lahore for a Semester.

❖ **Founder at Alivation Media** (Currently)

Alivation Media is production-based company. It was established in September 2011. Its deals in Cinematic Wedding Films & Documentaries, Corporate Videos, Motion Graphics & Animation, Music Videos, Films & Narrative, Event Videography, TV/Broadcast & Documentaries, Web Videos & Promos.

❖ **UJ Studios** (Director)

Worked at U.J studio Lahore as a video director from 2011-13.

❖ **GEO TV Network** (Internship program)

As an internee in Infotainment Program for three months in 2011.

❖ **Channel-5 TV** (Internship program)

As an associate producer of sports program for five months in 2010.

❖ **Dunya TV** (Internship program)

Work as internee in Dunya TV from June 2010 to September 2010.

I've learned office coordination; assist in content collection and research

Work, learn concept-writing and budgeting of programs during this period.

❖ **Message Communication** (Internship program)

Creative Designer as an internee for six months in 2009.

❖ Three Months Painting Course from YMCA (Young Men's Christian Association) Lahore.

❖ Computer Graphics Work Shop from National College of Arts Lahore.

❖ One Year Diploma Drawing Course from YMCA Lahore.

❖ CALLIGRAPHY Work Shop from National College of Arts Lahore.

Academic Contributions 2025

❖ Successfully participated as a Judge for the Short Film category at Alhamra Cultural Complex, Lahore, organized by Goonj 2.0.

❖ Successfully participated as an External Juror for Graphic Design graduates at the Graduate Thesis Display 2025 on July 16, 2025, hosted by the School of Design and Textiles, University of Management and Technology (UMT).

❖ Participated in "Rang-e-Pakistan" Faculty Group Show, a collaborative event by GC University Lahore, GC University Faisalabad, and the Inter-University Consortium, celebrating Pakistan's 78th Independence Day (7–9 August 2025 at GC University Faisalabad).

❖ Participated in "Rang-e-Pakistan" Faculty Group Show, a collaborative event by GC University Lahore, GC University Faisalabad, and the Inter-University Consortium, celebrating Pakistan's 78th Independence Day (11–14 August 2025 at GC University Lahore).

- ❖ Advisor/Supervise National Anthem of Pakistan Through the Lens of GC University, produced to celebrate Pakistan's 78th Independence Day.
- ❖ Served as External Member of the Board of Studies, School of Textiles and Design, University of Management and Technology (UMT), on July 4, 2025.
- ❖ Successfully supervised twelve BFA Graphic Design (Semester VIII) students for the Degree Show, Department of Fine Arts, GC University Lahore; exhibition held at Alhamra Art Gallery, Mall Road, Lahore (22–24 July 2025).
- ❖ Served at the Institute of Media and Communication Studies, GC University Lahore, during the Fall 2024 and Spring 2025 semesters.
- ❖ Served as Advisor to the Film Study Circle at GCU, leading the successful organization and screening of a Fine Arts alumni film focused on women's rights and police contributions (29 April 2025).
- ❖ Successfully supervised twelve BFA Graphic Design (Semester VII) students Project, Department of Fine Arts, GC University Lahore; exhibition held at PILAC, Ferozepur Road Lahore (04–09 Feb 2025).
- ❖ Served as Advisor and Coordinator for the Annual Art Exhibition of Intermediate FA Fine Arts Students at GCU, held on 30–31 January 2025 at Salam Hall.
- ❖ Guest appearance on Good Morning Pakistan on Public TV as a Photography and Documentary Specialist on January 10, 2025.

Professional Contribution 2025

Project Title		Brand/ Organization	Published Date	Worked as
1	Digital Fashion Campaign	Du JOUR	01Aug 2025	Cinematographer

Link: <https://www.instagram.com/reel/DNA7RcEhLwA/>

2	MAISA Campaign	Seven Star Textile	20 May 2025	Director/Cinematographer
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Link: <https://www.instagram.com/reel/DJtTKlfMmgs/>

3	45 years of Legacy	Starlet Shoes	11 July 2025	Producer
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Link: https://www.instagram.com/reel/DL-l16vPZdm/?utm_source=ig_web_copy_link

4	Eid Collection Campaign	Starlet Shoes	10 March 2025	Creative Director
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Link: <https://www.instagram.com/reel/DHB7MMP94Z/>

5	Peshawaristan	Starlet Shoes	6 March 2025	Creative Director
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Link: <https://www.instagram.com/reel/DG4-zZ6oRe8/>

6	Spring Summer	Starlet Shoes	21 FEB 2025	Creative Director
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Link: <https://www.instagram.com/reel/DGVMm4LJc7c/>

7	Spring Summer	ABS Shoes	21 FEB 2025	Creative Director
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Link: <https://www.instagram.com/reel/DGVPRjAtI7S/>

8	EID Collection	ABS Shoes	12 March 2025	Creative Director
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Link: <https://www.instagram.com/reel/DHGkBCrss2A/>

9	Izel Print Chapter	Rabazka	13 June 2025	Cinematographer
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Link: <https://www.instagram.com/p/DK4YPgoouPs/>

10	Gul Chiffon	Rabazka	5 September 2025	Cinematographer
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Link: <https://www.instagram.com/p/DOXtqa-DY65/>

11	Mehrmaah Pret	Rabazka	1 October 2025	Cinematographer
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Link: <https://www.instagram.com/p/DPRJeeJiu2u/>

12	Winter Edit 25	Starlet Shoes	27 October 2025	Creative Director
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Link: <https://www.facebook.com/reel/2671696773176957>

13	Winter Verse 25	ABS Shoes	27 October 2025	Creative Director
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Link: <https://www.facebook.com/reel/2671696773176957>

Academic Contributions 2024

- ❖ Served as External Member of the Board of Studies, School of Textiles and Design, University of Management and Technology (UMT), on July 15, 2024.
- ❖ Served as Advisor and Coordinator for the Annual Art Exhibition of Intermediate FA Fine Arts Students at GCU, held on 26-27 February 2024 at Salam Hall.
- ❖ Successfully supervised eight BFA Graphic Design (Semester VII) student projects, Department of Fine Arts, GC University Lahore; exhibition held at Salam Hall on February 21, 2024.

Professional Contribution 2024

Project Title	Brand/ Organization	Published Date	Worked as
1 Short Documentary	Al Hadi Textile Mills Pvt Ltd	26 May 2024	Director

Link: <https://www.youtube.com/watch?v=zzHR-jrfauM>

2	Pak wheel Auto Show	Pak Punjab Tyres	12 November 2024	Director
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Link: https://www.instagram.com/p/DCRj_L4iney/?hl=en

Professional Career 2023

Project Title	Brand/ Organization	Published Date	Worked as
1 Off The Port	Al Nasser Pakistan	21 Nov 2023	Cinematographer/Editor

Link: <https://www.facebook.com/AlnasserPak/videos/3697971353861991>

2	Kids Collection Reels	Wear up	3 Sep 2023	Cinematographer/Editor
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Link: <https://www.facebook.com/reel/202178522749384>

3	Ladies Summer Collection	Azam Market Online	8 April 2023	Cinematographer/Editor
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Link: <https://www.facebook.com/Azammarketonline/videos/1520641438429082>

4	Women Collection	Al Nasser	23 Aug 2023	Cinematographer/Editor
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Link: <https://www.facebook.com/AlnasserPak/videos/989914002246664>

5	New Summer Arrival	Al Nasser	20 July 2023	Cinematographer/Editor
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Link: <https://www.facebook.com/AlnasserPak/videos/1743387849455501>

6	Rooh Sabz & Asli Milk	Hamdard & Haleeb	28 Augst 2023	Cinematographer/Editor
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Link: <https://www.facebook.com/Hamdardpkofficial/videos/784323340092620>

7	Kids Campaign	Al Nasser	13 April 2023	Cinematographer/Editor
Link: https://www.facebook.com/AlnasserPak/videos/3467828510157211				
8	Legal Services	Sheikh Law Associate	8 July 2023	Cinematographer/Editor
Link: https://www.facebook.com/sheikhlawassociatesofficial/videos/797083778489757				
9	Noor by Clive	Clive	30 September 2023	Cinematographer
Link: https://www.facebook.com/61550507140629/videos/330790832942267				
10	Modern Man Desire	Fahad Men's Wear	11 April 2023	Cinematographer/Editor
Link: https://www.facebook.com/farhadmenswear/videos/219215330707245				
11	Documentary	JMS Industries PVT LTD	23 Sep 2023	Cinematographer/Editor
Link: https://www.instagram.com/reel/Cxj6_VdowPU/?utm_source=ig_web_copy_link				
12	Selene Collection	Aroshi Clothes	2 March 2023	Cinematographer/Editor
Link: https://www.facebook.com/aroshi.clothes/videos/921800532341977				
13	Products Campaign	Relax sit	11 Oct 2023	Cinematographer/Editor
Link: https://www.facebook.com/relaxsit.official/videos/695743655773453				
14	Asian Cuisine	MISO Restaurant	12 Nov 2023	Cinematographer/Editor
Link: https://www.facebook.com/reel/895297118647331				

Professional Career 2022

Project Title		Brand/ Organization	Published Date	Worked as
1	Tehwar Eid Collection 22	Riwaj Men's Wear	28 March 2022	Cinematographer/Editor
Link: https://www.facebook.com/watch/?v=398987684913187				
2	Launching Testimonial	The Food Studio	11 May 2022	Cinematographer/Editor
Link: https://fb.watch/hdEk471Fy/				
3	Masood 100 Years Documentary	Dr. Masood Pharma (PVT) Ltd	18 Aug 2022	Producer
Link: https://www.youtube.com/watch?v=3K2v6F6oyTE				
4	POWERFLEX Summer 22	Absoluto	4 April 2022	Cinematographer/Editor
Link: https://www.facebook.com/watch/?v=353962366699535				
5	Wedding Collection 22	MATTOCK Footwear	29 Oct 2022	Cinematographer/Editor
Link: https://m.facebook.com/mattockfootwearofficial/videos/mattock-footwear-wedding-collection/1247979039376876/?rdr				
6	Dazzle Dayz – Winter '22	Leisure Club	17 Oct 2022	Cinematographer/Editor
Link: https://www.facebook.com/watch/?v=809937673653593				
7	Dazzle Dayz – Winter '22	Shahnameh	17 Oct 2022	Cinematographer/Editor
Link: https://www.facebook.com/watch/?v=1287869021973320				
8	Blessed Friday	Urban Blue	30 Nov 2022	Cinematographer/Editor
Link: https://fb.watch/hdEBuOOW9w/				
9	Women Apparel	Al Nasser	16 May 2022	Cinematographer/Editor
Link: https://www.facebook.com/watch/?v=707875003758065				
10	Al Nasser Shoes	Al Nasser	6 April 2022	Cinematographer/Editor
Link: https://www.facebook.com/watch/?v=3070250763305272				
11	Women Shoes	Al Nasser	24 April 2022	Cinematographer/Editor
Link: https://www.facebook.com/watch/?v=543770713778897				
12	Luxury Bedding Products	Urban Bedding House	26 Feb 2022	Cinematographer/Editor
Link: https://www.facebook.com/watch/?v=281473504044770				
13	Luxury Pert	Khas Stores	8 Dec 2022	Cinematographer/Editor
Link: https://www.youtube.com/watch?v=X2-f3K3ZOXk				

Academic Contributions 2022

- ❖ Participated in and successfully completed a workshop at the International Islamic Art Festival, held from November 17–20, 2022, organized by the Lahore Arts Council, Arts Council of Pakistan (Karachi), and Aiwan-e-Ilm-o-Fann.
- ❖ Participated in a Teachers' Training Workshop on Inclusive Education and the Implementation of HEC Policy for Students with Disabilities, organized by the Center for Special Students, Government College University Lahore, on August 17–18, 2022.
- ❖ Successfully conducted a workshop on "The Art of Photography" on December 6, 2022, at the University of Management and Technology (UMT).

Professional Career 2020

Project Title		Brand/ Organization	Published Date	Worked as
1	Digital Video Commercial	Pak Punjab Tyers	11 Nov 2020	Director

Link:

https://www.facebook.com/pakpunjabtyresofficial/videos/398356884650915/?_so_=channel_tab&_rv_=all_videos_card

2	Evince Track Suit Collection	Evince Brand	Oct 2020	Cinematographer/Editor
Link: https://www.evince.pk/collections/track-suits				

3	Rugs Campaign	Qaleen.com	10 Jan 2020	Cinematographer/Editor
Link: https://qaleen.com/antique-rugs				

Professional Career 2019

Project Title		Brand/ Organization	Published Date	Worked as
1	Winter Cotton Collection 2019	Mazi Exclusive Ltd UK	11 Oct 2019	Cinematographer/Editor

Link:

https://www.facebook.com/Maziexclusive/videos/2500359983584394/?_so_=channel_tab&_rv_=all_videos_card

2	winter collection 2019	Marryam and mariya's	19 Nov 2019	Cinematographer/Editor
Link: https://www.facebook.com/Maziexclusive/videos/555273245206101/?_so_=channel_tab&_rv_=all_videos_card				

3	Digital Video Commercial	Dr. Masood Pharma (PVT) Ltd	3 Nov 2019	Director
Link: https://www.youtube.com/watch?v=AFA3-n_f-So				

4	Khas Pert Collection	Khas Brand	25 Aug 2019	Cinematographer/Editor
Link: https://www.youtube.com/watch?v=-3N_y-8r4ik				

Academic Contributions 2019

- ❖ Participated as an External Juror for the Final Thesis in Graphic Design at the National College of Business Administration and Economics (Front Line Campus), Lahore.

Academic Contributions 2017

- ❖ Successfully completed a training workshop on Outcome-Based Education organized by HEC at Government College University Lahore from November 20 to 22, 2017.

Academic Journey of Learning & Awards

IN 2012:

- Winner of Best Film in 60 second film festival 2012.
- Winner of Critics Award in 60 second film festival 2012.
- Winner of Viewer's Choice Award in 60 second film festival 2012.
- Winner of Best Films by Category in 60 second film festival 2012.
- Winner of T-shirt Picture contest in 60 second film festival 2012.

IN 2011:

- Winner of 1st prize In Animation film at GIKI institute Media fest 2011.
- 2nd Position in Street Art Graffiti Competition 2011.

IN 2010:

- Participated in NATAK 1st Award Ceremony 2010 as a Media Organizer.
- Participated in "International Exchanges Connect" video content competition.
- Participated in short film At Ghulam Ishaq Khan Institute of engineering.
- Consolation Prize Won in Painting competition At YMCA Lahore.
- Participated in DAWN NEWS Documentary competition 2010.
- Participated in "International Rafi peer 9th Youth Performing Arts Short Film Festival 2010".

IN 2009:

- Participated in Photography Competition at National University of Computer & Emerging Sciences, FAST Lahore.
- 1st Prize Won in Painting Competition at YMCA Lahore.
- Participated in 5th Annual Fine Arts Exhibition by Young Artists
- Titled "Fresh Cream" at Alhamra art galleries, Lahore.
- Participated in Dawn TV mini documentary contest.
- Participated in "Away E Away" UCAD NATAK'S Play as a Videographer.

IN 2008:

- Participated in 4th Annual Fine Arts Exhibition By Young Artists.
- Titled "Fresh Cream" At Alhamra Art Galleries, Lahore.
- Participated in 5th Annual Inter Collegiate Arts & Photography Exhibition at King Edward Medical University, Lahore.
- Participated in Star Pakistan Award Program in Drawing Competition.

IN 2007:

- Participated in "Jasan-e-Baharan" Painting Competition & Exhibition At Alhamra Art Galleries Lahore.
- Achievement of Best Work In Painting Annual Exhibition of Govt. College University Lahore.

IN 2006:

- Participated in Annual Exhibition Of Art Work At Govt. College University Lahore.
- Participated in Painting Competition at Alhamra Art Galleries Lahore.

COMPUTER SOFTWARES SKILL

MS Word, MS Excel, MS PowerPoint, (Adobe Illustrator/ Photoshop/ Premiere/After Effects), Coral Draw
