

SAYED HAMZA

Video Editor & Motion Designer

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PROFESSIONAL SUMMARY

Video Editor and Motion Designer specializing in AI-driven video production, branded content, and post-production for fashion, skincare, and advertising-technology clients. Skilled in producing AI-generated video content and campaign assets using Higgsfield, Kling, Runway, and Pika, alongside traditional post-production in Adobe Premiere Pro and After Effects. Experienced in building custom motion graphics, interactive animation expressions, and end-to-end video deliverables for client brands including Marlas Fashions, Herbex-C, and Wally. Comfortable managing multiple concurrent projects across AI video generation, editing, and color grading workflows.

WORK EXPERIENCE

Video Editor | Ishtudio Creative Studio

Gulberg Greens, Islamabad | December 13, 2025 – Present

- Edit and deliver client-ready video content using Adobe Premiere Pro and After Effects, managing projects from raw footage through final color and sound.
- Produce AI-assisted video content and motion graphics, integrating generative video tools into the post-production pipeline to speed up delivery.
- Collaborate with the creative team on visual style, pacing, and brand consistency across client deliverables.

Video Editor & COO | Digital Dizzles Marketing Agency

Mirpur, AJK | August 2024 – December 2025

- Worked as Video Editor and COO, overseeing video production output alongside day-to-day operations and client delivery for the agency.
- Delivered video editing and marketing content for SCO (Special Communications Organisation) and multiple local Mirpur-based brands.
- Produced marketing content for Pakistan Army marketing initiatives, handling video editing and campaign material end-to-end.
- Managed agency operations, coordinating between clients and the production team to keep marketing deliverables on schedule.

Video Editor | Azad Chaiwala Private Limited

Mirpur, AJK | June 2023 – July 2024

- Managed personal content production for Azad Chaiwala across TikTok, YouTube, and Instagram, handling filming, recording, and editing for both personal and business-related content in Mirpur, AJK.
- Worked as part of the personal team supporting ChaiCon, one of Pakistan's biggest business and entrepreneurial events, held across Karachi and Lahore.
- Produced and edited high-volume social media content aligned with personal branding and business promotion across multiple platforms.

Freelance Video Editor & Motion Designer | Self-Employed

Rawalpindi/Islamabad, Pakistan | Ongoing

- Marlas Fashions — Developed AI-ready video prompts and generated promotional video content for graduation dress campaigns using Higgsfield and Runway, favoring unified single-prompt generation for consistency.
- Herbex-C (Skincare Brand) — Produced UGC-style and product showcase video content in landscape format using Higgsfield's AI avatar tools for social and marketing use.
- Wally (Digital Valet / OOH Advertising Platform) — Built a location-card visual system using Google Maps Street View assets, contributed hero video and campaign assets for the brand website, and produced a GEO/AI search visibility marketing video with a dark, premium aesthetic using Kling.

- Delivered a cinematic projection-mapping concept video (Tesla Model S and NYC building installation) using AI video generation tools.
- Built custom After Effects expressions and animated UI widgets, including paper-wiggle animations, spring physics scale pop-ups, and directional position pop-ups for interactive delivery.

KEY SKILLS

Video Editing:	Adobe Premiere Pro, DaVinci Resolve (Color Grading), Media Encoder
Motion Graphics & Design:	Adobe After Effects (Expressions & Animation), Adobe Photoshop, Canva
AI Video Generation:	Higgsfield, Kling, Runway, Pika, AI-assisted editing, prompt engineering
Content Types:	Branded/UGC content, product showcases, campaign videos, cinematic concept videos, AI avatar content
Project & Client Management:	Multi-client workflow management, Notion, Gmail-based order/asset tracking
Technical:	Mac & Windows editing environments, external NVMe storage workflows, hardware/software troubleshooting

EDUCATION

Bachelor of Science, Software Engineering

Mirpur University of Science and Technology (MUST) · 2020 – 2024 · CGPA: 3.1

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Video Editing Masterclass — DaVinci Resolve

EditingSkool · Instructor: Saif Ali Khan

Adobe Creative Certificate — Premiere Pro & After Effects Masterclass

Adobe Creative Cloud

Professional Interests: AI-driven video generation workflows · Motion design & animation · Cinematic color grading