

UMAR FAROOQ

Senior AI Content Creator & Visual Designer

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Visual designer with agency art direction experience and advanced AI image and video skills. Creates campaign concepts, social content and editorial imagery across digital, out-of-home and print.

PROFESSIONAL EXPERIENCE

Senior AI Content Creator & Visual Designer

Vyro / ImagineArt | 17 June 2026 - Present

- Create AI-generated images, videos and social media content using advanced generative workflows.
- Develop campaign pitches across digital video commercials (DVCs), static creatives and social assets.
- Produced a fully AI-generated e-commerce editorial shoot covering 200 Khaadi dresses.

Associate Art Director

Iris Symmetry Group | Jazz account | 1 April - 16 June 2026

- Created Jazz out-of-home (OOH) campaign visuals, social media creatives and print artworks.
- Adapted campaign concepts across formats, maintaining brand consistency and production quality.

Associate Art Director

Adcom Leo Burnett | March 2024 - 31 March 2026

- Progressed from Senior Visualizer to Associate Art Director.
- Developed campaign key visuals, integrated marketing assets and digital creatives with creative teams.

Senior Visualizer

Wakhra Studios | July - November 2025 | Remote

- Created campaign and digital designs for Adams Milk, Keysaria, CAT, Hush Puppies, Pakistan Cables and Kitchen Cuisine.

Graphic Designer

Rotana Hotels Islamabad | January 2023 - March 2024

- Designed digital creatives and marketing assets for hospitality brand communications.

SKILLS AND TOOLS

Creative Art direction, campaign key visuals, social media design, OOH and print, e-commerce imagery

AI images Nano Banana, GPT Image, FLUX, Seedream

AI video Kling, Seedance

Advanced AI workflows Higgsfield, Magnific, ImagineArt

Design and editing Adobe Photoshop, Illustrator, Premiere Pro, After Effects, DaVinci Resolve

Additional practice AI-assisted coding and rapid prototyping (vibe coding)

EDUCATION

BBIT | Virtual University | 2021 - Present (pursuing)

ICS | Superior College | 2019 - 2021