

ASIF SIDDIQUI

Multimedia Specialist

SUMMARY OF QUALIFICATIONS

Highly motivated and results oriented professional with exceptional leadership and communication skills. Experienced in leading and motivating both students and associates. Strong background in the development and delivery of high impact multimedia utilizing visual acuity and technical proficiencies. Solid track record of consistently meeting deadlines and exceeding company goals and objectives.

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS

See Appendix A

PROFESSIONAL WORK HISTORY

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|-----------|--|-------------|
| 2002–2005 | National Development Complex® | Karachi, Pk |
| | ▪ Chief Multimedia Presentation Developer UAV Division | |
| 2002–2005 | Code Freaks® | Karachi, Pk |
| | ▪ Chief Information Officer/Head of Visualization Department | |
| 1999–2002 | Engineering Systems® | Karachi, Pk |
| | ▪ Assistant Manager Multimedia, Manager Multimedia | |
| 2002 | Blue Apple Studios | Karachi, Pk |
| | ▪ Lead 3D Modeler/Animator and Executive to Visualization Dept | |
| 2001 | DefLOG (Pvt.) Ltd. | Karachi, Pk |
| | ▪ Lead Animator | |
| 2001-2002 | Neural Arts | Karachi, Pk |
| | ▪ Lead 3D Modeler/Animator and Quality Assurance Manager | |
| 2001-2002 | eTech Group of Companies | Karachi, Pk |
| | ▪ Lead Author/Programmer for Corporate CD-ROM | |
| 1997-2000 | NED University of Engineering & Tech. | Karachi, Pk |
| | ▪ Mechanical Projects Visualizer | |
| 1997 | HINO® PAK (Pvt.) Ltd. | Karachi, Pk |
| | ▪ 3D Modeler/ Visualizer | |

MAIN DEVELOPMENT TOOLS

3D Modeling/Animation	Programming
Discreet® 3D Studio MAX™ 5.x	Microsoft® VisualBasic™ version 6
Custom Rendering Engines	Web Designing and Layout
Splutterfish BRAZIL r/s 1.x, Virtualight v1.3	Microsoft® FrontPage™
Graphic Designing	Publishing
Adobe® PhotoShop™ 7	Microsoft® Publisher™, Adobe® PhotoShop™
HDRI	Interactive Media Development
HDR Shop v1.x	Macromedia® Director™ 8.5

OTHER TECHNICAL EXPERTISE

3D Designing/Visualization	Web
<ul style="list-style-type: none"> ■ Autodesk® 3D Studio™ R4, MAX 1.x/2.x/4.x ■ Micrografix® Simply 3D™ ■ FractalDesign® Painter™ ■ 4D Paint ■ MetaTools® Bryce™ Series ■ Interchange™ and 3D Exploration™ ■ BMRT / FinalRender/WinOSI/POVRay etc 	<ul style="list-style-type: none"> ■ MS® Gif Animtor™ ■ Ulead® Gif Animtor™ ■ Asymetrix® Web3D™ ■ CuteFTP™/BulletProof FTP™ ■ JavaScript
Multimedia	Programming
<ul style="list-style-type: none"> ■ Autodesk® Animtor™ ■ Autodesk® Animtor™ SoundLAB ■ Syntrillium® CoolEdit™ 96 ■ AudioGrabber™ ■ Adobe® Premiere™ ■ Adobe® AfterFX™ 	<ul style="list-style-type: none"> ■ MS® VisualBasic™ 5.0
Interactive CD Authoring	
<ul style="list-style-type: none"> ■ Using HTML as medium, incorporating various multimedia software from above 	

EDUCATION AND SPECIALIZED TRAINING

Bachelor of Engineering in Mechanical Discipline, NED University of Engineering and Technology, Karachi Pakistan Year 2k

MS® VisualBasic™ Certified Professional, ACEAims (Pvt.) Ltd. 1999

Virtual University Enterprise® VUE Authorized Test Administrator 2000

ACHIEVEMENTS

See Appendix B

SKILLS INVENTORY/SELF ASSESMENT

Skill	Yrs. Of Experience	Proficiency level	Software	Hardware/OS
3D Modeling /Animation	7+	4	3D Studio MAX	PC/Win NT/2k
Graphic Design	7+	3	Photoshop+MAX	PC/Win NT/2k/98
Web Front-end Designing	5+	2	FrontPage	PC/Win NT
Interactive Media Development	5+	4	Director + FrontPage	PC/Win NT/2k
Multimedia Programming	4+	2	VisualBasic+Lingo	PC/Win NT/2k

LEGEND:
PROFICIENCY LEVEL: 4=EXTENSIVE 3=PROFICIENT 2=EXPERIENCED 1=MODERATE

PERSONAL DETAILS

Hello

- Residence: +92216947073
- Mobile: +923009261753

Current Address

House #B-21, Sector 11-C-1, Sir Syed Town, North Karachi, Karachi 75850, Sind, PAKISTAN

Email:

asif_maxuser@yahoo.com
asifsiddiqui@msn.com

Web:

http://www.geocities.com/asif_maxuser
<http://asifsiddiqui.freeservers.com>

Nationality:

Pakistani

Date of Birth:

24th July, 1977

Marital Status:

Married

APPENDIX A: PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Interactive Media Development

- IDS® UAV Calalogue for IDEAS 2004
- Western Union World Wide®, Dubai Multimedia based Presentation
- Dubai Municipality Statistical Data 2000 CD-ROM
- Digital Tourist Guidemap of Pakistan
- ADNOC®(Abu Dhabi National Oil Refinery) Interactive Demo
- CSI® Berekley SectionDesigner™ Interactive Demo
- Engineering Consultant®, Dubai Interactive Demo
- ETech IT Group of Companies Corporate Profile Interactive CD-ROM
- Engineering Systems® CD-ROM
- Engineering Systems® Interactive media development profile
- Engineering Associates® CD-ROM
- Siddiqui Computer Systems Design® CD-ROM
- SoftGrads (Institute of Business Administration MBA/MIS students) Multimedia Profile

3D Visualization / Animation /Media Work

- Animated Short, entitled “A Pencil”
- “Death Trap”, one on one Action/Arcade Game
- Synthetic elements in UNION BANK™ Corporate Video
- Liyari Expressway, Karachi, Pakistan
- Intersections of Liyari Expressway, Karachi, Pakistan
- Promo for BLUE APPLE PRODUCTIONS™
- Title of TV Drama, named “Doraaha”
- Title of TV long play “Shehroze”
- “Tasty GOLD™” Advertisement
- Visualization of various weaponry for ISPR
- Flyover at Korangi Road and Shahrah-e-Faisal intersection, near FTC Building, Karachi, Pakistan
- Control Building at Burhan and Rashakai Interchange, Motorway M1, Pakistan
- Proposal of Makran Coastal Highway
- Habib Bank Zurich® Building, Dubai, U.A.E.
- Gateway Bridge, Dubai, U.A.E.
- Foundation Medical College, Rawalpindi, Pakistan
- Tourist Information Centres Cabin Design
- New HINO® PAK Bus Model
- NED University Final Year Mechanical Project concerning :
 1. Vibrator assembly in Bessemer Converter Process
 2. Refrigeration in Large Fish Trawlers

3. Working of Auto nut feeder in Automobile Industry
4. Operation of “MAARKA”, the under water anti-ship mine destroying vehicle
5. Working of LG Chiller Plant

Graphic Designing / Print Media Work

- IDS® UAV Catalogue for IDEAS 2004
- ee® IT Institute Logo
- GSI® (Grandsons Incorporated) Logo
- Dubai Municipality CD-ROM Cover Design
- Engineering Systems® CD-ROM Cover Design
- Engineering Systems® 12ft by 6ft Banner of 200dpi
- Engineering Associates® CD-ROM Cover Design
- Siddiqui Computer Systems Design® CD-ROM Cover Design
- Siddiqui Computer Systems Design® 25inch by 36inch, 200dpi Banner
- Pakistan Digital Tourist Guidemap CD-ROM version cover Design
- Engineering Systems® ID Cards with Barcode attendance

Web Designing / Front-end Development Work

- Apniwatches Website
- Portfolio Website
- Engineering Systems® Website
- Engineering Associates® Website
- HTML based Portfolio
- HTML based Engineering Systems® Profile
- Demo Website for Dubai Land Department
- Demo Website for Docs n Docs, Dubai

Programming

- Text to Speech Converter based on Lernout & Hauspie® Engine
- Electronic Archive Retrieval System Demo Software, LASMO® Oil Pakistan

APPENDIX B: ACHIEVEMENTS

- Three of my projects have been inaugurated on public scale and appreciated by the audience. These Projects are
 1. **PAKISTAN DIGITAL TOURIST GUIDEMAP**, a tourist information system for **PTDC**
 2. **DEATH TRAP**, a mortal kombat style action/arcade game
 3. **LIYARI EXPRESSWAY VISUALIZATION**, animation and perspectives of various interchanges of this mighty highway
- Represented **National Development Complex®** in presentations of various project of strategic nature to the **President**, members of **NCA**, **GHQ** and **SPD** on more than a dozen occasions in three years of service
- Artwork “Nike Soccer Collection” has been shortlisted in the Product Visualization category for Ballistic Publishing “ELEMENTAL2” Book, featuring World’s best artwork created using Autodesk’s® Digital content creation solutions <http://www.ballisticpublishing.com/books/elemental2/>
- Featured Artist June 2004 in the Online Gallery Section of **COMPUTER GRAPHICS WORLD** website www.cgw.pennnetcom/gallery/cgw/0504.cfm, one of the top Computer Graphics and CAD magazines of United States.
- Selection of one of my Animation, entitled “The Dolphins”, as a sample work to promote and market the Plugin “SplahMAX™” for 3D Studio MAX™ series
- Invited for internship in one of the top animation studios of United states, **PIXAR ANIMATION STUDIOS®**
- Selection and Posting of Digital Artwork on online 3D Galleries of www.3dlinks.com , www.the123d.com , www.3dm-mc.com , www.voidstudios.net
- Participated in the International Computer Art Festival PIXXEL POINT 2000(www.pixxelpoint.com), held in Slovenia.
- Participated as Terrain Artist in the production of 3D Animated Movie, entitled “**Eternal Rain**”, being made by international freelance group of Artists www.geocities.com/hollowsmerfolk
- Awarded the rank of 3D Master by www.the123d.com website

