



<b>Faculty Name</b>	Muhammad Asad Iqbal
<b>Academic Rank</b>	Lecturer in Visual Communication
<b>Terminal Degree &amp; Date</b>	Masters of Multimedia Arts I 2013
<b>Awarding Institution</b>	National College of Arts, Lahore - Pakistan



## SHORT BIOGRAPHY

*A seasoned multimedia designer with a passion for digital artistry and new emerging mediums, Muhammad Asad Iqbal brings over a decade of experience as an educator and nearly two decades of working directly with the industry. His strength comes through seamlessly blending technical expertise with creative expression across the ever-evolving fields of 3D/2D animation, game design, visual effects, augmented and virtual reality. His work includes some internationally recognized projects across borders including an Oscar Short listed feature film. Beyond the classroom, Asad remains an active contributor to industry advancements and a respected voice in the field of digital art and education. Mr. Iqbal is a Lecturer in Visual Communication.*

- TEACHING AREAS**
- Interaction design, board games, Design, Multimedia arts, Visual Effects, Narrative, Realtime rendering, Game design, Virtual Reality, Augmented Reality, User experience, Motion Graphics.

- RESEARCH AREAS**
- **Creativity:** I am passionate about innovative techniques in CGI and VFX, Realtime rendering, UI/UX, Investigating the use of VR and AR in storytelling, art installation and interactive experiences, Cross-media integration of Tradition art forms and digital. Digital heritage.
  - **Art Education:** I am interested in integrating cutting-edge digital art tools while fostering creativity and critical thinking. Role of game design Principles in enhancing learning outcomes in art education.

## PROJECTS & INSTALLATIONS

### FILM & TELEVISION

- Wakhari (Feature Film) | 2024 VFX Supervisor
- Joyland (Feature Film) | 2022 Additional VFX Artist | Notable: Oscar shortlisted submission
- Kamli (Feature Film) | 2022 VFX Supervisor
- Koi Baat Chale (TV Series) | Opening Title Designer
- Yaar Julahay (TV Series) | Opening Title Designer & VFX Artist



### COMMERCIAL & CORPORATE

- Siraj Steel (DVC) | Postproduction & VFX Lead Technologies: Unreal Engine
- WWF Plastic Waste Management | Motion Graphics Designer
- Total Infini (DVC) | Motion Graphics Designer
- Punjab Assembly, Pakistan | ArchViz Designer | Technologies: Unreal Engine

### ANIMATION, GAMING & INTERACTIVE

- Legion Community | NFT Artist Delivered: 333 high-end NFT designs
- Hell Let Loose (Game) | Character Animator
- The City & Two Sun | VR Experience Designer
- Samsung A Series | Product Rendering Specialist
- HP Printer | Projection Mapping Animator
- Paddle Pop Walls | Character Grooming & Animation
- Waves (DVC) | Director & 3D Animator
- Pitch Mastermind | Motion Graphics Designer

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### EMPLOYMENT HISTORY

- Lecturer, College of Fine Arts and Design, Aug. 2024 - Present
- Lecturer / Academic Coordinator (permanent), National College of Arts, Lahore, Dec 2019 - Aug. 2024
- Assistant Professor (Contractual), National College of Arts, Lahore, April 2015 – Nov. 2019
- Lecturer (Visiting), National College of Arts, Lahore, Sep 2014 – Jan. 2015
- Assistant Professor (Visiting), University of Comsats, Lahore, Sep. 2018 – Jan. 2019
- Technical Director, SkySpin Studios, Lahore, March 2019 - Feb 2021
- Associate Art Manager, Frag Games, Lahore, March 2016 – Nov. 2016
- Senior 3D Artist, Off-Road Studios, Lahore, Nov. 2013 – March 2016
- 3D Character Animator, Dunya Tv, Lahore, Aug 2011 – Nov 2013
- 3D Character Animator, SharpImages, Karachi, Aug 2009 – May 2011

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