

CV (Misbah UI Islam)

PhD in Art (Digital Media Art / Film & TV Broadcast Art) | China

Nanjing University of the Arts, China (Sep 2015 – Jul 2020)

Master in Multimedia Art (Specializing in Film, 3D animation, and Interactive Art) | Pakistan

National College of Art, Pakistan (2007 - 2010)

Professional Summary

A highly creative and technology-driven researcher more than 15 Year Experience specializing in Contemporary Media, Film and TV, UX/UI Design, Design Thinking, Immersive Storytelling, 3D Animation and Immersive Realities, in the area of Social Innovation technology and aesthetics, with a proven track record of innovation in digital media, immersive experiences, and user-centered design products. Expertise in advanced User-Centered Storytelling using 3D modelling, animation, game engines, and academic research methodologies. Passionate about the convergence of art and technology, with a strong aesthetic sensibility honed through international awards in photography and filmmaking. Committed to advancing the state-of-the-art of AR/VR Immersive Technologies through collaborative research initiatives at a progressive organization. He did his Doctorate in Arts in the discipline of Digital Media Arts and Film Arts from prestigious Nanjing University of the Arts. My hands-on experience as a Digital Media Art Researcher at Nanjing University of the Arts has equipped me with the necessary skills to immerse myself in online communities, identify prevailing narratives, and dissect user interactions. I'm adept at using qualitative data analysis software like MAXQDA to rigorously analyze textual and visual content. Passionate about the convergence of art and technology, with a strong aesthetic sensibility honed through international awards in photography and filmmaking. Committed to advancing the state-of-the-art of Media Art and Technologies through collaborative learning research initiatives. He also published some quality research papers which are published in some well-reputed International Journals and conferences. During his PhD studies he published some novel research work and published in a conference in University of Northern Colorado, His famous work was about the exploration of New Aesthetics and Digital Society". Which was published in a conference "Image of Impact" in University of North Colorado, USA. Through his artwork participated in more than 14 International Exhibitions including China, USA, Turkey, Italy, Romania, Mongolia, India, Serbia, and Pakistan and won many international awards. He was the founder and president of "Photographic Art Club" of Nanjing University of the Arts. General Secretary of International Photographic Art Community, Nanjing. He performed as Judge for many International Digital Art and Photographic Art Exhibitions.

Research & Publications (Just mentioned relevant researches)

Systematic Review on Metaverse (Ecology) and Its Future Considerations (2022, HEC "X" Category Journal: Webology - SCOPUS) (Keywords: Metaverse, Media Ecology, VR, User Experience).

Metaverse and Digital Acculturation: A Media Ecological Analysis (Supervised a PhD Thesis Research).

VR Sickness of VR HMD: Users Experience Analysis of VR HMD" (theory and practice-based research)

Use of Computer Games as a tool of hybrid warfare. A systematic Analysis." Theoretical research – employing systematic review)

Critical Analysis of Selfie in New Aesthetics Environment (2020, Journal of Critical Reviews [SCOPUS]) (Keywords: New Aesthetics, Aesthetics of Technology, Self in Social Networks, User Perception)

Impact of Contemporary Self-image (Selfie) on New Aesthetics, and Impact of New Aesthetics on Selfie, vice versa (2020, The Image of Impact in Literature, Media, and Society: 2020 SASSI Conference Proceedings) at University of Northern Colorado, USA.

Professional Experience

Assistant Professor – In-charge Design and Social Innovation| Riphah International University (Sep 2021 – Present)

Supervised 15+ undergraduate students and about 8 students of Master Level in Digital Media Art, Immersive Media VR/AR **focused User Experience Design and Social Innovation development projects.** Integrating advanced technologies like 3D Animation, 3D modelling and Photogrammetry, Motion Capturing, VR videos, AI and Game Design using Unreal Engine. Serving as the in-charge of the Design Sciences Program. Which also includes the responsibility of management of the academic programs (BS Design), also the digital marketing and budgeting of the campaigns. Develop and execute digital marketing strategies aligned with the overall business objectives and marketing goals. Utilized analytics tools like FB Ad Manager, Google Analytics, to track and analyse campaign performance, providing actionable insights and recommendations for optimization. Collaborate with industry as well as academic partners, securing guest lecturers and project collaborations. Utilize the latest technology data-driven insights to optimize marketing performance, track KPI and Strategic goals.

Developed innovative modern curriculum for Media Arts, Social Innovation, User Experience Design Sciences, ideation and Film Production, and Game Design programs.

Digital Media Art Researcher | Nanjing University of the Art (Aug-2015 - Jul-2020)

My PhD research course-work was about Digital Media Art Research Methods and Modern

Techniques, Theories and Technologies. Also learnt about User Experience, Design Thinking, and Social Innovations through Digital Media Technologies. Independently researched about "New Aesthetics", which was a contemporary domain of Post Digital Media and Immersive Media Art Research. During my Research I published some research paper in good International Academic Research Journals, and attended 3 international conferences.

Multimedia/Broadcast Designer | Allama Iqbal Open University (Oct-2012 - Sep-2015)

Handle all kind of Design tasks related to University's Supplementary Educational TV Program and Motion Graphics, Material, Like Interactive CDs and Website UI UX Design. Also Design Virtual 3D Studio Sets, Video Titles for Educational Television Programs using 2D motion graphics and 3D Animations.

Lecturer – Media Art & Communication | International Islamic University. (Jul-2011 - Aug-2012)

Mentor 15+ students in digital media art projects in Video Production, Animation, Interactive Design and Web Design UI/UX Design, Interactive Storytelling.

Director – Art & Publications | Pakistan-International Press Agency. (Jul-2006 - Aug-2007)

Management of Design and look after all their National and International Magazines. Initiated their "Tele-Times International" Magazine from scratch. their other publications were Telegraph (UK), Solidarity International, and Sports Times.

Snr. Graphic Designer / Animator | Title Developments (Pvt) Ltd. (Apr-2007 - Aug-2009)

Animations and Motion-Graphics, Front-End User-Interface Design, UX Design, Web Interface Design, 2D and 3D Animations.

Non-Linear Editor / Film Editor | Fahrenheit Productions (Jan-2006 - Jan-2007)

Look after of all Editing tasks of the Production House, As I was the only NLE of that Production House. I edited numerus Films and Documentaries of local and international Clients.

Technical Skills

Film Production – 3+ camera studio and Outdoor setup, User Experience Design &

Multimedia: Adobe Creative Suite for motion graphics, video and motion graphics, UI/UX using Adobe XD.

Virtual Production, Live Broadcast and Realtime Graphics, AR/VR Development: Unity, Unreal Engine, MetaHuman, Quixel Megascans

3D Modelling & Animation: Blender, 3D Studio Max, Character Creator.

Research & Analysis: Qualitative Data Analysis Software (nVivo, ATLAS.ti), Data Analysis & Visualization (Excel, Power BI, Google Charts, Tableau, FusionCharts, R)

Leadership and Teamwork: Lead members and mentor a team of creatives and marketing professionals, fostering a culture of collaboration, creativity, and accountability.

Publications

- 1- **Media Ecological Study on Adaptation of Metaverse in Post-Digital Society: A Systematic Review**, Published in Journal of Xi'an Shiyou University, Natural Science Edition (SCOPUS), Issue 3, Volume20. <https://www.xisdxjxsu.asia/viewarticle.php?aid=3019>
- 2- Misbah ul Islam: **Systematic Review on Metaverse (Ecology) : and Its Future Considerations** Volume 19, Number 2, 2022 HEC "X" Category : (ISSN 1735 - 188X)Impact Factor IF of Webology is 1.565Journal: Webology (SCOPUS)
- 3- **"Critical Analysis of Selfie in New Aesthetics Environment"**
Published in SCOPUS Journal of Critical Reviews
ISSN 2394-5125, DOI: 10.31838/jcr.07.19.23
Citation: Misbah Islam, Wang Fang, Laman M. Elmedwmy. CRITICAL ANALYSIS OF SELFIE IN NEW AESTHETICS ENVIRONMENT. JCR. 2020; 7(18): 2573-2578. doi:10.31838/jcr.07.18.323
- 4- **"History of Contemporary Self-image"**
Published in International Journal of Communication and Society
ISSN 2684-9267, DOI: 10.31763/ijcs.v2i2.155
Citation: Islam, Misbah. "History of contemporary self-image." International Journal of Communication and Society 2.2 (2020): 104-111.
- 5- Misbah Ul Islam: **Analysis of PT Grab Indonesia's CSR strategy in facing cuts and capital management during the pandemic** Journal: COMMICAST Vol. (3), No. (2), September 2022, pp. 61-69 ISSN : 2723-7672 <http://journal2.uad.ac.id/index.php/commicast/article/view/5940>
- 6- Misbah Islam., " Impact of Contemporary Self-image (Selfie) on New Aesthetics, and Impact of New Aesthetics on Selfie, Vice Versa: The Image of Impact in Literature, Media, and Society: 2020 SASSI Conference Proceedings" (2020). Society for the Academic Study of Social Imagery. 24. <https://digscholarship.unco.edu/sassi/5> ISSN 2572-4320
- 7- **Perceptions Of Students' Regarding Impact of Covid-19 On Their Learning in Public Sector Universities Of Khyber Pakhtunkhwa** Pakistan. ISSN: 1735-188X , HEC "X" Category Impact Factor IF of Webology is 1.565 (SCOPUS)
- 8- **"Globalization and Diversification of Interior Decoration Styles and Their Impact on Pakistani Handicrafts"**, Journal of Visual Art and Design (SCOPUS), Volume 15, Issue 1, 12 July 2023, Pages 44-67 (ISSN: 23375795), IF= 0.3, DOI: 10.5614/j.vad.2023.15.1.4
- 9- <https://www.webology.org/abstract.php?id=2311>
- 10- Misbah Islam, **Digital Artwork published in International Art and Literary Journal**, Publishing

Simultaneously from USA and China. Published in The Shanghai Literary Review, Issue 5, Visuals.
<https://www.shanghailiterary.com/tslr-online/2020/1/31/photography-by-mishab-ul-islamkhokhar>

- 11- Misbah Islam, Deconstruction Misbah Islam, **Digital Artwork published in International Art and Literary Journal**, Publishing Simultaneously from USA and China. Published in “The Shanghai Literary Review”, Issue 3, Visual.
<https://www.shanghailiterary.com/tslr-online/2019/7/8/deconstruction?rq=misbah>
- 12- Misbah Islam., “**Use of Video Games as a Tool of Hybrid warfare: A Systematic Review on Computer Games and Leisure Policy**”. Submitted to International Journal of Visual and Performing Arts. Vol 6, No 1 (2024)., 2684-9259, <https://doi.org/10.31763/viperarts.v6i1.1314>

Achievements (Selected)

5+ International Awards in Photography and Filmmaking

Many Conference Presentations on New Aesthetics, AR/VR, and User Experience Design, Metaverse, Digital Media Art and AI integration in Design Sciences.

Professional & Editorial Board Memberships

- 1- **Proceedings of the 2nd Jogjakarta Communication Conference (JCC 2020) BY ATLATIS PRESS USA**
<https://www.atlantis-press.com/proceedings/jcc-20>
- 2- **Graduate Journal of Pakistan Review**
<https://journals.pakistanreview.com/index.php/GJPR/about/editorialTeam>
- 3- **Pakistan Review of Social Sciences**
<https://journals.pakistanreview.com/index.php/PRSS/about/editorialTeam>
- 4- Member of “INTERNATIONAL ASSOCIATION OF ART PHOTOGRAPHERS”
- 5- Member of “EUROPEAN COMMUNICATION RESEARCH & EDUCATION ASSOCIATION”.

Thesis Projects Supervised: (Just listed selective thesis).

1. MS THESIS: " **VR Sickness of VR HMD: Users Experience Analysis of VR HMD**" (theory and practice-based research)
2. MS THESIS: " **Use of Computer Games as a tool of hybrid warfare. A systematic Analysis.**" Theoretical research – employing systematic review)

3. PhD Thesis: **Metaverse and Digital Acculturation: A Media Ecological Analysis.** (Thesis research completed and submitted for the foreign evaluation), employing a mix of mixed methods, systematic review, content analysis, and critical discourse analysis.
4. PhD Thesis: **“Reconstruction of Buddhist Virtual Heritage (in Pakistan) through Immersive Realities: Towards Heritage Metaverse Experiences”.** (In progress, using theory and practicebased research)
5. MS Thesis: **Psychology of Colors in advanced Technology Animated Films: How and Why Colors are used to Portray Complex Human Emotions in Animated Films.**
6. MS Thesis: **Analysis of Portrayal of Nationalism in Partition 1947 themed Films of Indian and Pakistani Cinema. A Case study of Indo-Pak Iconic Films.**
7. MS Thesis: **Possibilities of Peace Video Games in Immersive Realities: A Concept Model (of Futuristic Peace Game Design) in Local and Global Settings.**
8. MS Thesis: **Fashion in Metaverse: Virtual Interaction and Reinvestigating Self in Virtual Fashion verse.** (A theoretical and practice-based research, explaining a Conceptual Model in **User Experience Design of a Fashion Emporium within Metaverse Environment**).
9. Thesis Project: **Campus Gamification** – A VR Game Design, which uses multi-user environment using Unreal Engine, Blender and other 3D animation software.
10. Thesis project **“Creating Impact using Intelligent and Immersive Technologies in Society: Artificial Intelligent and AR Technology based Empathy Campaign on Social Innovation.**

Conference/Seminar presentations

- 1- **Conference Paper: The Image of Impact in Literature, Media, and Society: 2020 SASSI Conference** by Society of Academic Study of Social Imagery.
 " Impact of Contemporary Self-image (Selfie) on New Aesthetics, and Impact of New Aesthetics on Selfie, Vice Versa:
<https://digscholarship.unco.edu/sassi/5> ISSN 2572-4320
Citation: Islam, M. (2020). Impact of Contemporary Self-image (Selfie) on New Aesthetics, and Impact of New Aesthetics on Selfie, Vice Versa. *THE IMAGE OF IMPACT*, 24.
- 2- **Conference Presentation: The Image of Impact in Literature, Media, and Society: 2020 SASSI Conference** " by Society of Academic Study of Social Imagery..., at University of North Colorado. USA
 " Impact of Contemporary Self-image (Selfie) on New Aesthetics, and Impact of New Aesthetics on Selfie, Vice Versa:
<https://www.unco.edu/sassi/sassi-2020-virtual-program.aspx>
- 3- **Conference Presentation: “Digital Media Art and Design response to Covid-19 in Pakistan and Indonesia”.**
 Organized by “Association for Scientific Computing Electronics and Engineering”
https://www.youtube.com/watch?v=C8_VApbMI6Y
 Peran Desain Covid-19, Dibahas Secara Kolaborasi Akademisi Lintas Negara -

<http://suarabaru.id/2020/05/31/peran-desain-covid-19-dibahas-secara-kolaborasi-akademisi-lintasnegara/>

- 4- **Conference Presentation:** “A Study Analyzing Perceptions of Digital & Art Students about Blended Learning during Phase of Pandemic Covid-19”
ICETESS Conference 2021
- 5- **Seminar on “Integration of AI Technologies in Art and Design Practice and Education”.** At National College of Arts, Pakistan. 2023

Additional Information

- *Proficient in spoken and written English, Urdu, Chinese, Arabic.*
- *User Experience and User Interface Design tools like Figma, Adobe XD, Sketch and Axure RP.*
- *Strong aesthetic sensibility across visual media, contributing to innovative Immersive Experiences within AR/VR.*
- *2D and 3D design and animation tools like 3D-Studio-Max, Maya, Illustrator, Adobe After Effects.*
- *Academic writing using AI Tools and Data Analysis and Visualization tools like: Microsoft Excel, Microsoft Power BI, Google Charts, Tableau, FusionCharts, and Basic R. I learned and practiced Qualitative methodological techniques, particularly those involving multimedia digital data. These guides focus on two major QDAS products, nVivo and ATLAS. ti.*
- *Used and practices latest Digital Media Marketing and Analytical Tools, like: Sense Data Tool like Marketo, AEM (including Adobe Assets), Facebook Business Manager – for integration of Instagram, Facebook and WhatsApp Digital Media Campaigns and Analytics. Hands-on experience of Good Ads and Google Analytics, Hotjar/Adobe Target, Familiar with latest SEO SEM AI Tools.*

**I love project management and mentoring for the practice-based projects*

Contact Information & online Portfolio:

Dr. Misbah UI Islam

Master in Multimedia Arts

(National College of Arts – Pakistan)

PhD Digital Media Art/ Film & TV Broadcast Art

(Nanjing University of the Arts – China)

Ex-Asst. Professor In-charge Design Sciences

Riphah International University

Pakistan

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https://scholar.google.com/citations?view_op=list_works&hl=en&authuser=1&user=VWG2DAsAAAAJ

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Achievements and Awards:

- Won "Silk Road Youth Ambassador" Award.
- Won (First Position) China International Cartoon and Animation Festival – China 2018.
- Won (First Position) in "Nanjing University of the Arts Photography Competition".
- Won (Second Position) in "Silk Road & Young Dreams Photography Competition 2019".
- Won One EyeLand International Photography Award – Finalist.
- President and Founder of "Photographic Art Club" NUA, China
- Judge of Competition at "Nanjing Youth Photography Competition.2018
- Judge of Competition at "Streets of Nanjing Photography Competition.2019
- Judge of Competition "Nanjing Got Talent" Photography Competition.2019
- Won "Honorable Mentioned" award on Video Film "Nanjing Nanjing" in Video Competition by Nanjing Government. 2019
- Participated in 2nd ONYX 2018 Photography Exhibition, Romania.
- Participated in IFSAK 2018 Exhibition Turkey.
- Participated in 22nd Gran Tour Delle Colline Photography Exhibition 2018 – Italy.
- Participated in the 5th Silk Road International Art Festival- Photography Exhibition (Xian).
- Participated in "Finalist Exhibition of Ningbo Photography Festival 2018"
- Participated in exhibition 'Nanjing to Raleigh 2018' in Raleigh in Raleigh Art Festival, USA.
- Photographic artwork has nominated for the "Best of the Best Photographer of the Year 2018 Award" by the One Eyeland International Photography Award.
- Curated and Participated in "Uniqueness & Diversity" Mixed Media Art Exhibition 2019 at, NUA, China.
- Participated in "The International exhibition of Art Photography "PreFOTO 2018" is exhibition of art photography organized by PreFOTO from Preshevo, Serbia.
- Won (Shield) in Sculpture Making Competition at PNCA.(2004)
- Won the prize for Logo designing of Prince Salman College of Professional Education. (1999) • Won 2nd prize (Medal) in Golden Jubilee Painting Competition.(1997)
- *Got several Certificates in Painting and Sculpture making.