



Muhammad Umair

Senior Video Editor · Creative Director

Story-first editor building high-retention content systems for global creators and brands

8+ Years Experience • Available for projects • Lahore, Pakistan

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PROFESSIONAL SUMMARY

I am a senior video editor and creative director with more than eight years of hands-on experience turning raw footage into stories that hold attention. My work spans long-form YouTube productions, commercials, podcasts and documentary-style content for creators, SaaS companies and e-commerce brands across the US, UK and Middle East. Over my career I have edited more than five hundred videos that have generated over one hundred million combined views — numbers I care about only because they prove one thing: retention is designed, not hoped for. My creative philosophy is simple: every cut must earn the next second of the viewer's time. I build edits around hooks, pacing curves and emotional beats, then polish them with motion graphics, sound design and color until the story feels effortless. As a creative director I lead distributed teams of editors and designers, translating client goals into clear creative briefs, review systems and delivery pipelines. I am comfortable owning client communication end-to-end — from discovery calls and feedback rounds to final delivery — and I pride myself on calm, structured problem-solving when timelines are tight or footage is imperfect. I treat every channel like a product: we measure watch time, iterate on formats and build repeatable editing systems instead of one-off videos. I stay current with AI-assisted editing workflows and use them to speed up the boring parts so more energy goes into storytelling. Above all, I love this craft — and I bring that energy to every team I lead and every project I ship.

TECHNICAL SKILLS

Adobe Premiere Pro	95%	After Effects	90%
DaVinci Resolve	85%	Final Cut Pro	80%
Photoshop	88%	Color Grading	90%
Sound Design	83%	Motion Graphics	88%
Storytelling	94%	Creative Direction	90%
Workflow Automation	80%	AI Creative Tools	82%

WORK EXPERIENCE

Senior Video Editor / Creative Director

2023 – Present

Vortex Xcel (SMC Pvt) Ltd — Lahore

Leading post-production for international YouTube channels, ads and brand campaigns.

- Direct a multi-editor team across long-form, shorts and motion graphics deliverables.
- Own end-to-end post-production for international client channels in tech, finance and education niches.
- Built a hook-and-retention editing framework that doubled average watch time on flagship channels.
- Designed the studio's review workflow (briefs, versioning, feedback rounds), cutting revision cycles by ~40%.
- Lead client communication: discovery, creative proposals, weekly reporting and delivery sign-off.
- Introduced AI-assisted rough-cut and captioning pipeline, reducing turnaround time on shorts to 24–48 hours.
- Mentor junior editors on pacing, sound design and color fundamentals.
- Deliver premium commercials and product videos alongside always-on channel content.
- Maintain 100% on-time delivery across concurrent retainers.

Senior Video Editor

2020 – 2023

Framecraft Media (creative studio)

Senior editor on YouTube-first content for personal brands and SaaS clients.

- Edited 200+ long-form videos with documentary-style b-roll systems and motion inserts.
- Owned channel packaging experiments (hooks, chapters, end screens) with measurable CTR gains.
- Collaborated with scriptwriters to restructure narratives in the edit for stronger retention curves.
- Managed two junior editors; standardized project templates and export presets studio-wide.
- Built reusable After Effects toolkits (lower thirds, callouts, transitions) used across all accounts.
- Handled color pipelines in DaVinci Resolve for mixed-camera footage.
- Ran client review calls and converted feedback into precise, actionable edit notes.
- Delivered podcast editing (multi-cam, cleanup, highlights) for weekly shows.

Video Editor / Motion Designer

2017 – 2020

Orbit Post Lab (post-production house)

Editor and motion designer on commercials, product ads and agency campaigns.

- Produced commercial ads and product videos for marketing agencies and e-commerce brands.
- Created motion graphics packages: logo animations, kinetic type and explainer sequences.
- Cut event highlight films and corporate videos under fast, fixed deadlines.
- Developed sound-design habits (SFX layering, mix cleanup) that became studio standards.
- Assisted senior editors on documentary projects; learned structure, pacing and interview cutting.
- Handled ingest, proxies and media management for multi-terabyte projects.
- Contributed thumbnail and key-art design in Photoshop for client campaigns.
- Consistently rated 5/5 in internal client-satisfaction reviews.

SELECTED PROJECTS

Tech channel relaunch (YouTube production)

Rebuilt a stagnant tech channel's format: new hook structure, tighter pacing, motion-graphic explainers and consistent visual identity.

Tools: Premiere Pro, After Effects, Resolve **Result:** +300% views in 90 days; retention 32% → 51%.

SaaS product commercial

Directed and edited a 60-second launch film from brief to delivery, including motion inserts and licensed music supervision.

Tools: Premiere Pro, After Effects **Result:** Used across paid campaigns; strongest-performing creative of the quarter.

Weekly business podcast

Full production: multi-cam edit, cleanup, highlight clips and audiograms for a weekly interview show.

Tools: Premiere Pro, Audition **Result:** Consistent weekly delivery for 60+ episodes; clip-driven audience growth.

Documentary-style brand story

Long-form brand documentary combining interviews, archival footage and original motion graphics.

Tools: Premiere Pro, After Effects, Resolve **Result:** Centerpiece asset for the client's website and sales funnel.

Shorts growth engine

Designed a daily shorts pipeline (captions, zoom rhythm, SFX library) for a creator brand.

Tools: Premiere Pro, AI captioning tools **Result:** Single reel peaked at 2.4M views; 5x follower growth in 4 months.

ACHIEVEMENTS

★ **500+ videos edited**

Across YouTube, ads, podcasts and documentaries

★ **100M+ combined views**

Generated for client channels and campaigns

★ **Creative team leadership**

Built and mentored multi-editor teams

★ **International client base**

Long-term retainers across 12+ countries

★ **Editing systems, not one-offs**

Frameworks adopted studio-wide

★ **100% on-time delivery**

Across concurrent retainers and launches

SOFT SKILLS

Leadership	Communication	Creative Thinking	Problem Solving	Client Management	Presentation	Mentoring
Time Management		Collaboration	Adaptability		Attention to Detail	

TOOLS

Premiere Pro	After Effects	DaVinci Resolve	Final Cut Pro	Photoshop	Audition	Frame.io	Notion
AI Editing Tools							

CERTIFICATIONS & TRAINING

Adobe Certified Professional — Premiere Pro • Adobe Certified — After Effects • Advanced Color Grading (course) • Creative Leadership training (course) • AI for Creative Professionals (course)

LANGUAGES

English — Professional working proficiency • Urdu — Native

References available upon request. · Profile presented as part of the Vortex Xcel team portfolio.