

# Asif Siddiqui

Managing Director at The Location Lab (Pvt.) Ltd.

thelocationlab@gmail.com

---

## Summary

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

## Specialties

Branding & Identity, Interactive Multimedia, 3D Modeling/Lighting/Rendering, Graphics/Web Design, Programming, HDRI, 3D Anaglyphs, Stereoscopic Photography, Business Foundation, Financial Planning, Management

---

## Experience

### **Managing Director at The Location Lab (Pvt.) Ltd.**

May 2011 - Present (2 years 8 months)

1. Planning: Overall company strategy, Strategic Plan, Operational Plan
2. Organization: Organization chart; Job descriptions, Authority levels
3. Management recruitment and development: Succession planning, in-house training, outside training, promotion from within, human resource plan, new positions, active recruiting
4. Policy: Corporate policies, new policies, management input, review
5. Standards of performance and performance reviews: Standards of performance, performance reviews, performance improvement plans
6. Controls: Monthly reports, quarterly reviews, supplemental action programs
7. Management morale: Involvement in planning, salary discussions, management turnover
8. Product development: Overall strategy, quarterly priority meetings, status reports, new products, development expense
9. Community relations: public relations, community participation
10. Profitability and growth: Profit objectives, results compared to industry, sales objectives, dependency on single product/customer, market share, profitability by product line
11. Relationship with board of directors: Communications, Reports by executive managers, Board complaints, CEO job description and standards.

## **Country Manager at maila-push GmbH**

November 2007 - March 2011 (3 years 5 months)

# Responsibilities varies from foundation of branch in Karachi, Pakistan to the management of all its operational and production aspects

# Have to ensure branch's operations align with the organization's mission, strategic objectives and policies

# Specific duties include

- managing staff
- overseeing production
- ensuring the organization follows local laws and regulations
- liaising with management at the main office
- providing reports on activities
- ensuring proper financial controls are in place
- representing the organization at meetings.

*3 recommendations available upon request*

## **HOD Production at Pixarch Architectural Visualization**

April 2007 - November 2007 (8 months)

# Managing Production, right from evaluation of data from client till the final delivery of the product.

# Specific duties include

- managing production staff
- overseeing production
- providing reports on activities
- representing the organization at meetings

## **Project Engineer Mechanical at Cupola Pakistan**

September 2005 - March 2007 (1 year 7 months)

Objectives include plan and deploy mechanical equipment (Air Conditioning, Exhaust etc) on new outlets of CUPOLA owned franchises like KFC.

---

## Courses

### **B.E., Mechanical**

NED University of Engineering and Technology

Fluid Mechanics

Production Engineering

---

## Publications

### **ELEMENTAL2**

Ballistic Publishing November 11, 2005

Authors: Asif Siddiqui, Ballistic Publishing

ELEMENTAL books showcase the world's best digital artwork created with Autodesk software. The first edition was released in 2003 and has received critical acclaim around the world. ELEMENTAL 2 is packed with exciting imagery from Autodesk customers working in the fields of visual effects, animation, game development, architectural and design visualization.

---

## Projects

### **Metallic**

January 2010 to September 2011

Members: Asif Siddiqui, Jacob Kennedy, Laura Price-Kennedy, Steve Doyne, Tom Kennedy

3d abstract film

---

## Languages

**English**

(Professional working proficiency)

**Urdu**

(Native or bilingual proficiency)

---

## Skills & Expertise

**Graphics Designing**

(Advanced, 10 years experience)

**Multimedia development**

(Expert, 9 years experience)

**3D Art**

(Advanced, 9 years experience)

**3D Lighting and Rendering**

(Expert, 7 years experience)

**HDRI's**

(Intermediate, 4 years experience)

**Anaglyph Stereoscopic Photography**

(Beginner, <1 year experience)

**Business Development and Management**

(Advanced, 5 years experience)

**3D rendering**

**3D visualization**

**Animation**

**3D Modeling**

**Rendering**

**Product Development**

**Multimedia**

**Graphic Design**

**Photoshop**

**3D**

**Project Planning**

**Management**

**3D graphics**  
**Strategy**  
**Business Development**  
**Team Leadership**  
**Human Resources**  
**Program Management**  
**3D Studio Max**  
**Character Animation**  
**Leadership**  
**Premiere**  
**Lighting**  
**Computer Animation**  
**Storyboarding**  
**After Effects**  
**Modeling**  
**AutoCAD**  
**Training**

---

## Education

### **NED University of Engineering and Technology**

B.E., Mechanical, 1996 - 2000

Activities and Societies: # CAD / CAM

# Computer LAB

### **Adamjee Government Science College**

Intermediate, Pre-Engineering, 1993 - 1995

---

## Honors and Awards

1. Foundation and successfully operations of a branch of German realtime product company maila-push GmbH
2. Artwork featured in Ballistic Publishing's ELEMENTAL 2
3. Chosen as ARTIST of the Month of June, 2004, for the online gallery of Computer Graphics World Online, one of the pioneer computer graphics magazine
4. Awarded the rank of 3D MASTER by www.the123d.com, featuring "Filter My Heart" image in the 3D Master Scene gallery
5. Artwork selected to be featured on Australian CG portal Pixeldesk

## Interests

Management, Interactive multimedia, 3d modeling/lighting/animation, Graphics/Web designing, Programming, HDRIs, 3D Anaglyph Stereoscopic Photography

# Asif Siddiqui

Managing Director at The Location Lab (Pvt.) Ltd.

thelocationlab@gmail.com

---



## 3 people have recommended Asif

"Mr Asif is a highly skilled, organized and talented individual. He not only has good skills in real time technology but also has a good technical head on his shoulder, He can motivate and lead a team to do wonder's in very tight situations."

— **Kashif Waheed**, *Production Manager, maila-push GmbH*, reported to Asif at maila-push GmbH

"He is passionate about meeting the needs of the business and possesses a high sense of urgency. He is dedicated to meeting the expectations and requirements; establishes and maintains effective relationships with peers and gains their trust and respect. He is able to foresee the future, anticipating opportunities and challenges that lie ahead. People who know him vouch for his inventive thought process and problem solving abilities as some of his strongest assets besides so many other talents he posses. These talents have translated well across various aspects of his field and has made him highly creative and most suitable for performing challenging tasks."

— **Rizwan Rana**, *CTO, PIXARCH*, worked with Asif at maila-push GmbH

"Its my pleasure of recommending Mr. Asif Siddiqui the country manager of my company. I am working closely with Asif for over two years and have been highly impressed .As a country manager, Asif is my boss ,and i found him a good leader His knowledge in the domain is exceptionally good. Every time he has inspired me with the perfection of his decision making . His interpersonal skills make him an excellent team member.He treats all his subordinates fairly ,he is powerful motivator . I strongly recommend Asif on professional grounds. Sincerely, Aisha Anwer Manager Human Resources , maila-push GmbH"

— **Aisha Anwer**, *Manager Human Resource, maila-push*, reported to Asif at maila-push GmbH

[Contact Asif on LinkedIn](#)