

Muhammad Usman

AI ENGINEER & CREATOR

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PROFESSIONAL SUMMARY

BS Artificial Intelligence student at Superior University Lahore (CGPA 3.3) with 1.5 years of hands-on generative AI practice: AI video advertisement production, prompt engineering, and Urdu/English text-to-speech voiceover pipelines. Published 4 research papers with 8 DOIs (Zenodo & Figshare), archived on the Internet Archive, with reproducible code on GitHub. Shipped a WordPress business website for a Lahore client and produced AI video ads used as commercial portfolio pieces. Marketing Lead (SE), IEEE Computer Society.

TECHNICAL SKILLS

- **AI Expertise:** Generative AI, Prompt Engineering, AI Video/Image/Music Generation, TTS Voiceover Pipelines (Urdu/English)
- **Development:** Python, C++, Web & App Prototyping, WordPress, SEO Basics
- **Content & Design:** Short-form Video Production, AI Art Direction, Social Media Content

EXPERIENCE

Generative AI Practitioner | Self-directed | 2024 – Present

- Produced AI video advertisements (22-sec product ad, 60-sec portfolio showreel, 20-sec Meta-style ad) with consistent character rendering and Urdu/English voiceovers.
- Built and delivered **Digital Growth Hub**, a 7-page WordPress business website (Astra, Contact Form 7, Rank Math SEO) for a Lahore client.
- Created a multi-part Lahore vlog series with English narration and Urdu subtitles.

Marketing Lead (SE) — IEEE Computer Society | 2026 – 2027

Freelance Seller — Fiverr, AI video ads & reels gig | 2026 – Present

FEATURED PROJECTS

Weave Cart Connect — Modern e-commerce platform integrating inventory and customer management using React and Lovable Cloud.

Maison Usman — Luxury bespoke menswear concierge platform with editorial design and custom booking flows.

Lumen — AI-powered writing studio featuring 35+ productivity tools and document analysis capabilities.

Moon Bags — Premium direct-to-consumer e-commerce store with mobile-first design, dual-checkout systems, and automated billing.

Node-Identity Attention — Reproducible experiment harness (fixed seed, 200 trials/condition, 5 unit tests) for the Phase 2 multi-face identity paper. github.com/Usmankalera-dev/node-identity-attention

More work and code: github.com/Usmankalera-dev

PUBLICATIONS

All papers with PDFs, DOIs and code: usmankalera-dev.github.io/research-papers

- **Switch-Point Prosody: Why AI Voices Break Where Pakistani Ads Switch Languages** — Research proposal on code-switched Urdu-English TTS prosody for advertising (Oct 2026). DOI: 10.5281/zenodo.23368075 · 10.6084/m9.figshare.34500021 · supplementary materials
- **Do AI-Generated Video Advertisements Work for Pakistan's Small Businesses?** — Field-study proposal for Urdu-language AI video ads in WhatsApp commerce (Oct 2026). DOI: 10.5281/zenodo.23368307 · 10.6084/m9.figshare.34500144
- **Why LinkedIn Does Not Accept Pakistani CNIC for Identity Verification: An Investigative Research Report** — Investigative report on LinkedIn's Persona verification policy and CNIC exclusion, with platform comparison and workarounds (Oct 2026). DOI: 10.5281/zenodo.23372052 · 10.6084/m9.figshare.34503759
- **Node-Level Identity Attention for Multi-Face Frames: A Controlled Landmark-Graph Study** — Controlled synthetic study on leak-proof per-node identity attention for multi-face frames (MediaPipe 468-landmark pipeline, 4 ablations; identity association 0.620 → 1.000) (Oct 2026). DOI: 10.5281/zenodo.23376168 · 10.6084/m9.figshare.34515273 · experiment code
- **The Kalera Biradari: A Historical and Ethnographic Inquiry into a Punjabi Muslim Jat Gotra** — Historical research article (Oct 2026).

EDUCATION

BS Artificial Intelligence — Superior University Lahore | 2026 – Present | CGPA 3.3

Intermediate (HSSC) — 857/1100 Marks (A Grade) | 2023 – 2025

Matriculation (SSC) — 957/1100 Marks (A+ Grade) | 2021 – 2023

CERTIFICATIONS

- **Microsoft Certified Associate: Python Programming** — Microsoft | May 2026 (Valid until May 2028)
- **AI for Brainstorming and Planning** — Google (Coursera) | July 2026
- **Generative AI Essentials: Overview and Impact** — University of Michigan (Coursera) | July 2026
- **AI Fundamentals** — Google (Coursera) | July 2026
- **Certificate of Outstanding Performance** — Oracle Academy (AI Related Project) | June 2026