

ABU SALEH MOHAMMAD KAWSAR

CGI & VFX Artist · Design Researcher · Founder, Studio TikTok

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www.kawsar.info | [linkedin.com/in/kawsar](https://www.linkedin.com/in/kawsar) | [IMDb](https://www.imdb.com/name/nm1045144/) | [Showreel](https://www.youtube.com/channel/UCv3v3v3v3v3v3v3v3v3v3v3) | [Portfolio](#)

RESEARCH INTERESTS

AI-generated visual communication · Human perception of synthetic media · Attention economy and information overload · Human-computer interaction (HCI) and user experience · Authenticity, authorship and trust in digital media · Visual culture and digital media in the Global South

PROFILE

Interdisciplinary visual practitioner and emerging researcher with more than 15 years of experience in 3D, animation and visual effects, including VFX supervision on Bangladesh's Oscar-submitted and internationally festival-selected feature films. Founder of Studio TikTok, a Dhaka-based CGI, animation and VFX studio. My current research uses qualitative methods to study how audiences perceive, trust and respond to AI-generated visuals on social media. I aim to connect creative practice with human-centered research on emerging media technologies.

EDUCATION

M.A. in Graphic Design and Multimedia

October 2026

Shanto-Mariam University of Creative Technology (SMUCT), Dhaka, Bangladesh

CGPA: 4.00 / 4.00

Thesis: "The Efficiency Paradox: User Perception of High-Volume AI-Generated Visual Communication on Social Media in Bangladesh"

Supervisor: Sk. Shahabuddin Ahmed, Associate Professor

B.Sc. in Mechanical Engineering

2007

Rajshahi University of Engineering & Technology (RUET), Rajshahi, Bangladesh

Thesis: "Design & Construction of a Particulate Absorber to Clean Indoor Air"

RESEARCH EXPERIENCE

M.A. Thesis Research — The Efficiency Paradox

2025 - 2026

Department of Graphic Design and Multimedia, SMUCT

- Designed and carried out a qualitative, interpretivist, phenomenological study of how social media users in Bangladesh perceive high-volume AI-generated visual content.
- Conducted 21 in-depth interviews and 1 focus group discussion; analyzed data using Braun & Clarke's (2006) six-phase thematic analysis with a 102-code master codebook.
- Framed the study with Attention Economy Theory (Simon, 1971) and Information Overload Theory (Bawden & Robinson, 2009), using an inductive, theory-informed approach.
- Findings explore the tension between the speed and scale of AI content production and audience attention, authenticity and trust. Preparing the work for journal publication.

SELECTED FILM & MEDIA CREDITS (VFX SUPERVISOR)

2025	Roid (Sunlight)	Feature film, dir. Mejbaur Rahman Sumon. Bangladesh's Official Submission, Best International Feature Film, 99th Academy Awards; Official Selection, Tiger Competition, 55th International Film Festival Rotterdam (IFFR 2026); Seattle International Film Festival (SIFF 2026); Vancouver International Film Festival (VIFF 2026, Panorama).
2025	Utshob	Feature film, dir. Tanim Noor. Best Film (Critics' Category), Meril-Prothom Alo Awards 2025; one of the highest-grossing Bangladeshi films of all time; theatrical release in North America and the UK; London Bengali Film Festival (2026).

2025	Uraal	Feature film, dir. Jobaidur Rahman. Best Actor (Critics' Category) and Best Director nomination, Meril-Prothom Alo Awards 2025; Rainbow International Film Festival, London (2026); special screenings in Bangladesh and internationally, including Russia, Spain and India.
2025	Feu	Web series (Chorki Original), dir. Sukarno Sahed Dhiman.
2023	Dawal	Government-granted feature film, dir. Picklu Chowdhury.
2023	Muktir Choto Golpo	Government-granted feature film, dir. Masud Zakaria Sabin.
2023	Virus	Web series (Chorki Original), dir. Anam Biswas.
2022	Hawa	Feature film, dir. Mejbaur Rahman Sumon. National Award winner; Bangladesh's Official Submission, 95th Academy Awards.
2022	Dui Diner Duniya	Feature film (Chorki Original), dir. Anam Biswas.
2021	Boli	Web series (Hoichoi Original, 7 episodes), dir. Shankha Dasgupta.
2018	Devi	Feature film, dir. Anam Biswas. National Award winner.
2017	Porobashinee	Sci-fi/thriller feature film, dir. Swapan Ahmed (VFX Artist).

Other Fiction — Feature & Short (VFX Artist / Supervisor)

- **Shoroter Joba (Color of Hibiscus)** (2023) — debut feature film, dir. Kusum Shikder
- **Apolap** (2023) — web series (Deepto Play Original), dir. Mohammad Ali Munna
- **Overtrump** (2023) — TV mini-series, 6 episodes
- **Haradhoner Doshti Chele** — web series (Toffee Original), dir. Masud Zakaria Sabin
- **The Shower Song** (2023) — short film (CG Art)
- **Ei Muhurte** (2022) — episode of a Chorki Original series, dir. Mejbaur Rahman Sumon
- **Bunker Boy** (2021) — episode of the series Jaago Bahey, dir. Sukarno Sahed Dhiman
- **Daakghor** (2018) — government-granted short film, dir. Lucy Tripti Gomes
- **The Last Post Office** (2018) — short film, dir. Aung Rakhine
- **Kalo Fremer Mota Choshmati** — short film, Ministry of Cultural Affairs grant
- **Paradise Nest** — award-winning wildlife short, dir. Arif Ahmed
- **Room No. 510** — short film, dir. Tahsina Akhter Moni

Full credits: [imdb.com/name/nm14990485](https://www.imdb.com/name/nm14990485)

PROFESSIONAL EXPERIENCE

Founder, CG Generalist & VFX Supervisor	2017 - Present
<i>Studio TikTok (self-employed) & Upwork, Dhaka, Bangladesh</i>	
• Lead a 6-person core team producing 3D animation and VFX for feature films, OTT platforms, television commercials and music videos. • Supervise end-to-end VFX pipelines on set and in post-production, matching technical work with each director's narrative and visual goals. • Mentor junior artists; manage client communication, scheduling and team coordination. • Serve international clients on Upwork as a Top Rated Plus freelancer (motion graphics, 3D, compositing, VFX).	
Animator (Contractual)	2017
<i>BBC Media Action, Dhaka, Bangladesh</i>	
• Produced motion graphics and animated explainers for public communication campaigns; handled green-screen keying and compositing.	
Lead Animator & VFX Supervisor	2014 - 2017
<i>Post Office — A House of Post & Production, Dhaka</i>	
• Led 3D product animation and compositing for national TV commercials; supervised VFX on set; created storyboards and pre-visualization animatics.	

Online marketplaces and direct clients (UK, USA, Canada, Bangladesh)

- Delivered 2D drafting, 3D modeling, rendering and animation for MEP, architecture and product design clients, including MileyCAD (now Future BIM, UK), The Jewelry Mate (Canada), D.L. Enterprise LLC (USA) and SHU Architectural Services (UK).

CREATIVE PRACTICE, PUBLICATION & EXHIBITION

- **Children's fiction book (forthcoming, 2026)** — author and illustrator; publication planned for the Amar Ekushey Book Fair, Dhaka.
- **Children's picture book prototype** — developed for the MA module Illustration for Communication, combining narrative design, character development and digital painting for print.
- **Group exhibition & workshop, Alliance Française de Dhaka (2025)** — "Animation Short Film Development," led by Sara Hossain. Developed an original animated short concept and exhibited storyboards and concept art.

TEACHING & ACADEMIC ENGAGEMENT

- Conducted a Motion Graphics & Animation workshop at Bangladesh University of Professionals (BUP), Dhaka.
- Led Advanced 2D Animation group projects in the MA program, coordinating concept development and production workflow.
- Provide peer mentoring in compositing, digital illustration and motion graphics.

CERTIFICATIONS & HONORS

Adobe Certified Professional — Visual Effects & Motion Graphics (After Effects)	2021
Autodesk Certified User — 3D Modeling & Animation (3ds Max)	2021
Top Rated Plus Freelancer — Upwork	2020

PROFESSIONAL DEVELOPMENT

Introduction to 3D with Maya — Gnomon School of Visual Effects (online)	2022
Google UX Design — Coursera	2022
Graphic Design Specialization — California Institute of the Arts (Coursera)	2022
Introduction to Digital Journalism — Reuters / Meta Journalism Project	2022
Beginner's Course on 3D Design (Blender) — American Center, U.S. Embassy Dhaka	2021
Advanced 3D Character Modeling in Maya — Ogniroth Academy, Dhaka	2017

SKILLS

Research: Qualitative research design, in-depth interviewing, focus groups, thematic analysis, codebook development

3D & Animation: Autodesk Maya, 3ds Max, Cinema 4D, Blender, ZBrush, Substance Painter, Marvelous Designer

Compositing & Video: Adobe After Effects, Premiere Pro, Mocha Pro, Nuke, DaVinci Resolve

Design & Other: Photoshop, Illustrator, Adobe XD, UX fundamentals; Unreal Engine, Unity; AutoCAD, SolidWorks; HTML, CSS, basic Python

AI Tools: Generative image, video, voice and music tools in production and research workflows

Languages: Bangla (native); English (fluent, IELTS Overall Band 7.0, 2026)

REFERENCES

Sk. Shahabuddin Ahmed

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