

Taha Husain Khan

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Media technologist and researcher with 5+ years of experience at the intersection of Human Computer Interaction (HCI), immersive media, and product strategy. Currently leading emerging tech initiatives at IoBM, focusing on the ethical implications of AI and XR environments.

EXPERIENCE

IoBM— Media Technology Lead

February 2026 - Present

- Design and deliver university-level courses in media and emerging technologies, integrating practical instruction in visual storytelling, digital production, and hands on learning methodologies.
- Leading research initiatives in VR/XR, exploring immersive storytelling, user experience, and applications of extended reality within media and education.
- Spearhead the development of an XR lab, defining infrastructure, tools, and workflows to enable immersive content creation, experimentation, and cross-disciplinary collaboration.
- Developing a critical pedagogical framework for AI literacy, focusing on the transparency of algorithmic systems and user agency in digital interfaces.

Mahaana— Product Marketing Manager

June 2025 - December 2026

- Led marketing automation initiatives, including email workflows and lifecycle campaigns, to streamline user communication and improve retention.
- Bridged product and content by contributing to feature positioning, shaping user-facing messaging, and ensuring alignment between product experience and marketing output.
- Conducted competitor research and segmented 5+ target markets to refine product positioning, while producing 30+ marketing assets that drove a 20% increase in engagement.
- Utilized user-centered design (UCD) principles to analyze feedback from 500+ users, redesigning onboarding flows to increase cognitive accessibility and reduce friction.

Freelance— UI/UX & Service Design

June 2024 - Present

- Led UI/UX design for multiple mobile and web-based projects including fintech, marketplaces, and e-commerce platforms.
- Created wireframes, high-fidelity prototypes, and responsive designs using Figma.
- Conducted UX research to improve usability, streamline user flows, and enhance platform engagement.
- Developed scalable design systems and process documentation via Figma and Notion.
- Note: Due to NDAs, designs are available for review in a private session.

Selected Projects:

- Restaurant Experience App: Designed a dynamic, interactive mobile experience for a dining space, integrating UI with physical environments.
- Taaqub (Concept Social Platform): Conducted research and prototyped a platform

SKILLS

Creative Leadership: Brand Strategy, Campaign Direction, Team Management

Design & Storytelling: Creative Direction, Service Design, Multimedia Production, AR/VR Concepts

Tools: Adobe Creative Suite, Figma, Notion, DaVinci Resolve, Unreal Engine

Facilitation & Strategy: Co-Creation Workshops, Cross-functional Collaboration, Content Strategy

Soft Skills: Stakeholder Collaboration, Communication, Critical Thinking, UX Writing

EDUCATION

IoBM, Bachelors in Media Studies

Dongseo University, South Korea- Exchange Semester

Asia Pacific University, Foundation in Design

addressing digital well-being and engagement loops.

- Thesis Project: Perspectives of War (VR): An immersive VR experience investigating the mediation of conflict narratives. Explored how spatial interfaces influence user empathy and narrative perception.

Blind Sheep Media — Chief Executive Officer

Jan 2019 - Present

- Founded and led a creative agency working with brands like Unilever, UN, Amazon, and IBA.
- Directed creative campaigns, media kits, and branded content strategies, resulting in measurable growth for clients.
- Managed client relations, team operations, and end-to-end delivery of campaigns across 2D, 3D, and immersive media.

Manto— Head of Video Content

June 2023 - August 2023

- Directed video content strategy, collaborating with influencers and creative teams.
- Produced high-quality content that drove a 25% increase in Instagram engagement and a 34% rise in views.
- Led shoots, ensuring creative alignment across campaigns.

Prch — Creative Director

Jan 2021 - December 2021

- Designed & Sourced Packaging Materials for the merchandise
- Collaborated with various artists for the designs
- Oversaw the Marketing and Pre- Hype of the product launch which led to the first drop being sold out in two days.

Patangeer — Content Manager

Jan 2020 - Sep 2022

- Oversaw content strategy and execution, growing the brand from 20k to 85k Instagram followers.
- Produced a music video for Sony Middle East & Africa.
- Led engagement campaigns on Instagram, TikTok, and YouTube, generating 5M+ views in a single month.

Byte Me (AR Gaming Startup)— Consultant

September 2024 - January 2025

- Advised on product direction and UX strategy for concept-stage AR game prototypes.
- Defined core user flows, gameplay mechanics, and competitive positioning.

Mahaana— Product Marketing Intern

May 2024 - August 2024

- Conducted competitor analysis and market segmentation across 5+ markets.
- Created 30+ marketing assets, driving a 20% increase in engagement.
- Gathered and analyzed feedback from 500+ users to inform onboarding and product improvements.

IoBM— International Office

Feb 2024 - May 2024

- Coordinated the Semester Exchange Program 2024 and maintained international academic partnerships.
- Conducted qualitative and quantitative research for multiple stakeholders.

AWARDS

Best Costume Design

- RedBull HomeRun
2021

Published -

Photographs for an UN
Report

Published -

Photography published
at Sony MEA

IBA Enigma VIII

-Photography and
Digital storytelling

COURSES

UI/UX Design | New
Product Development |
Design Thinking |
Methods of Media
Research

LANGUAGES

English , Urdu,
German(A1)