



HASAIN RASHEED  
PHOTOGRAPHER



## Case Study

# How Hasain Rasheed and PayPal blend antique photography with modern accessibility

Hasain Rasheed is proud to live in West Oakland, California. That's why he puts his focus on his fellow residents through the lens of tintype photography. "I'm using my photography to tell the real West Oakland story," says Hasain. "And that's the strength of the people and the history that West Oakland provides to Oakland as a community and the world as a whole."

Tintype is an antique photography method that produces an image directly on a tin plate. It can be a tedious but worthwhile artform; tintype allows Hasain to capture modern subjects through a historical lens in a way digital photography can't. And since every tintype photograph

depends on a blend of chemicals, lighting and exposure to take shape, each image is a one-of-a-kind snapshot of a person, time and place. Hasain's portable studio and darkroom allow him to offer this unique portraiture to community residents. In his pursuit to capture the real West Oakland, PayPal gives Hasain the modern digital flare he needs to stay mobile.

We caught up with Hasain Rasheed, owner of Hasain Rasheed Photography, and asked him how PayPal helps strengthen ties to his beloved community through the creation of tintype portraits.

# PayPal streamlines the payment experience

While the antique art of tintype photography brings to light the nuances of his community, Hasain also recognizes that modern technology is vital to supporting his business. PayPal QR codes\* let him accept touch-free payments wherever he sets up shop. People who discover Hasain's mobile studio can have a photograph taken, then scan the PayPal QR code to pay him instantly. **"QR codes break down barriers in a lot of ways," Hasain says. "It allows people to pay and know that their money went in a secure and safe manner across to me. It's extremely easy."**

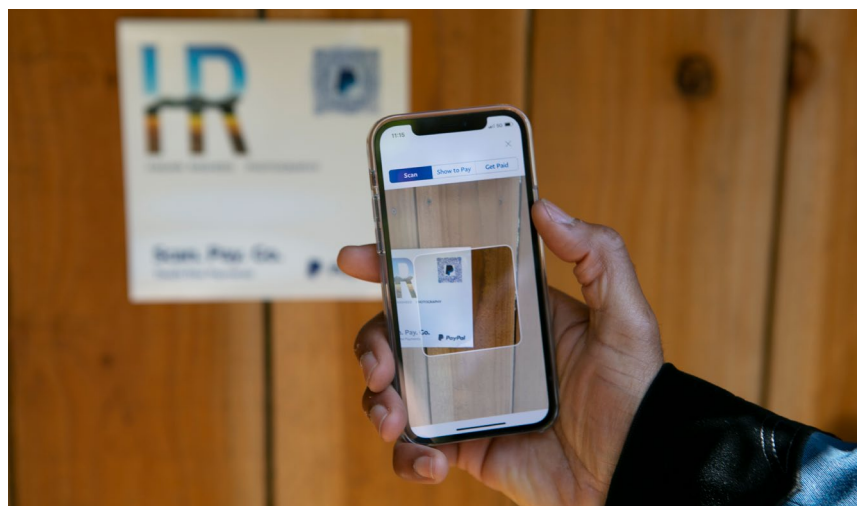
By offering fast and secure touch-free payments via PayPal QR codes, Hasain is better equipped to engage with customers while he's out in the community. And because cash-free payments are increasingly becoming the norm, Hasain knows that he won't have to turn away a prospective subject due to lack of payment options. **Hasain now makes his photography more accessible with the streamlined payment experience of PayPal.** And he does so while keeping his eye on what he's passionate about: using West Oakland as a canvas to represent the beauty and diversity of his community.



*"QR codes allow people to just easily pay and know that their money went in a secure and safe manner across to me."*

**Hasain Rasheed**

Owner, Hasain Rasheed Photography



## What's next?

**For Hasain, PayPal QR codes let him offer a simple, touch-free payment option.** While he started his mobile studio focused on community portraits, he's now finding that PayPal QR codes make it easy for him to offer landscape photography as well. Even if someone isn't interested in a portrait, they still have the option to purchase scenic images of their neighborhood and surrounding nature – simply by scanning a QR code.

Hasain continues to tell the stories of West Oakland and has expanded not only his subject matter but also his reach. His current work takes him across Oakland, the Bay Area, California and beyond.

\*Merchant and Customer must have the PayPal app and account to use PayPal QR Code.







***“Using QR codes helps me be nimble and provide flexible ways for clients to pay. Fortunately, QR codes are an easy way to share payment options and make things easy for my customers and for our business.”***

**Hasain Rasheed**

Owner, Hasain Rasheed Photography



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