Jeffrey Gichuki

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SUMMARY

Senior Unity Developer specializing in scalable game architecture and performance optimization. Expert in applying design patterns (MVC, Observer, State) and data structures to build maintainable, high-performance systems. Led cross-functional teams to ship 20M+ download mobile title and currently architecting narrative-driven PC/Console RPG.

EXPERIENCE

Co-Founder & Lead Programmer
VIRDANE LABS LTD. **November 2024 - Present，Nairobi, Kenya**

- Secured funding and established studio to develop *Son of Mabin*, a narrative-driven RPG for PC/Console following a hero's journey to save mystical creatures across multiple realms.
- Lead all technical development as sole programmer, architecting core systems including camera, gameplay mechanics, UI, VFX, and build optimization from prototype to MVP (targeting 2026 Q2-Q3 Marketing and Demo Release Schedule).
- Manage cross-functional team of 7 across programming, art, narrative, and audio departments, coordinating with co-founders (Creative Director, Art Director) to ensure cohesive vision and deliverables.
- Drive game design, production timeline, market research, and co-write narrative content while directly mentoring 1 junior developer.

Team Lead and Senior Unity Developer
MEKAN GAMES LTD. **April 21 - May 2024，Nairobi, Kenya**

- Shipped *The President*, a mobile game achieving **20M+ downloads globally** across iOS and Android platforms, with responsibility for gameplay programming, build optimization, profiling, and quality control.
- Led team of 3 developers through **80+ prototype iterations** in Agile/Scrum environment (2-week sprints), delivering **14 successful releases** by analyzing user engagement metrics (retention, monetization potential, session duration) to prioritize high-performing concepts.
- Drove prototype-to-marketing pipeline including gameplay capture and promotional video creation, applying data-driven insights to optimize social media performance and concept validation.
- Mentored junior developers on mobile game optimization, version control workflows (Git), iterative design processes, and performance-based development practices.

Student Ambassador
UNITY TECHNOLOGIES. **January 2019 - May 2021，Nairobi, Kenya**

- Organized and executed 2 workshops educating 50+ university students on Unity game development fundamentals and engine workflows.
- Distributed Unity Merchandise to University students raising Brand Awareness for Unity Technologies.

Early Career Experience
Game Development & Software Engineering Internships **January 2020 - April 2021，Nairobi, Kenya**

- **Jiwe Studios** - Contributed to writing, design, development, testing, and publishing of in-house game projects.
- **Tezza Business Solutions Ltd** - Collaborated with developer and QA teams on web services, API development, testing, and technical documentation.

EDUCATION

Bachelor of Science, Informatics and Computer Science

STRATHMORE UNIVERSITY • Nairobi, Kenya • 2021

CERTIFICATIONS

GENERAL COURSE ON INTELLECTUAL PROPERTY

World Intellectual Property Organization – WIPO • 2025

CrazyHubs Graduate – The Hyper-Casual Gaming Accelerator

Crazylabs • 2022

• Certified in a standardised and evolving set of Game Development Principles, Project Management theories and Best Market Metrics when building Hypercasual Games.

AWARDS & HONORS

Game of the Year - The President, Mekan Games Ltd.

Games Industry Africa Awards • 2022

• We successfully shipped Africa's first mobile game to ever hit over 20M+ downloads globally.

Most Impactful Video Game - The President, Mekan Games Ltd.

Games Industry Africa Awards • 2022

• The game brought alot more revenue streams into the African Continent as Publishers begun to explore more partnerships with African Game Development studios.

Debut of the Year - The President, Mekan Games Ltd.

Games Industry Africa Awards • 2022

SKILLS

Unity Development: C# (Expert), Gameplay systems architecture, UI/UX implementation, VFX integration, Build optimization & profiling

Design Patterns: Behavioral (Observer, State, Strategy, Command), Creational (Singleton, Factory, Object Pool), Structural (MVC, Adapter, Facade)

Architectural Patterns: MVC/MVVM, Event-Driven Architecture, Component-Based Design, Modular Systems

Data Structures: Arrays, Linked Lists, Hash Tables, Trees, Graphs, Priority Queues, Stacks - with understanding of time/space complexity trade-offs

Cross-Platform Development: Mobile (iOS/Android), PC, Console | Version control (Git) | Agile/Scrum methodologies

Game Development: Rapid prototyping, Data-driven design, Market research & KPI analysis, Team leadership & mentoring

Technologies: C#, C++, GDScript, Unity, Godot, C# ASP.NET, Git, Github, Trello, Jira, Slack, NPM, MySQL, WordPress

Additional Tools: Krita, Inkscape, Blender