

DANYAL ALI

Email: Danyal.ali77@gmail.com - Phone No: 07860824765

Professional Summary

Motivated and dynamic Computing Science graduate with a strong passion for design and user experience. With a strong foundation in programming, I have been working on a personal project bringing these strengths together in the form of a Horror experience for the video game market. The skills I have developed in my current role as a Specialist have been critical in the iterative process, taking feedback and considering multiple perspectives to ensure constant and meaningful progress with the end user in mind. I strive to continually improve the work I do and the relationships I build around me, taking great pride in my work ethic and initiative to find imaginative solutions.

Work Experience

Apple - 2022 - Present

**Specialist
Braehead, Renfrew**

- Succeeded in meeting and surpassing role-oriented goals from my second quarter to present as a specialist, quickly adapting to a new environment and responsibilities expected of me.
- Collaborate and share knowledge with colleagues regularly to improve results, giving input and feedback on training to better reflect the needs of the team and improve the customer journey.
- Focused on the end user and customer experience, consistently glowing feedback from customers often mentioning creative solutions and approachability.
- Driven by results, regularly assessing my performance and taking on feedback to maintain high quality and meaningful interactions.

GameXP - 2021 - 2022

<https://www.gamexp.co.uk/>

**Sales; Web Development
Airdrie, North Lanarkshire**

- Established an online store intended to integrate the physical store with an online presence to improve reach and achieve new sales goals proposed by myself.
- Analysed the video game market and demand for products on a monthly basis in order to decide stock levels with distributors, negotiating cost and delivery schedules.
- Organised website development using project management software, Trello, to articulate design choices throughout production, and arrange and meet deadlines for each feature to be implemented.
- Boosted sales of the store, taking the initiative to market online more aggressively, engaging with customers and the community to further improve their experience.

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Education

BSc with Honours in Computing Science - University of Dundee - 2021

Skills

- Strong skills in documentation both in the initial planning stage and throughout development. Experience using User stories to conceptualise features and their value to the user, UML to visually convey design choices and relationships between components and Gantt charts to set expectations of time for each task to be completed.
- Well versed in Object Oriented programming languages, primarily C++, with practical experience also in Java, C#, Python, HTML, CSS and JavaScript.

Project Experience

Personal Project - First Person Horror Video Game - 2023 - Present

- Developed in Unreal Engine 5 using C++ and Blueprints; a node-based scripting system. Currently under development as a solo project, working on all aspects of the game; Design, Code, Sound, VFX and Animation.
- Maintained an organised work schedule with tasks assigned and outlined for each week using Trello.
- Focus throughout development on the design and documentation process to convey why and how decisions were made and their impact on the gameplay and the player experience.

Honours Project - Flight Planner for Space Systems - 2020 – 2021

- Visual simulator of spacecraft landings on astronomical bodies using European Space Agency imagery.
- Strong development and application of Physics and Maths to simulate different landing conditions and atmospheres.
- Creation and adaptation of 3D Physics Engine to control and manoeuvre spacecraft in real time.

Interests

Technology and food are my creative outlets, having a keen interest in electronics projects, having built my own keyboard and speakers recently, enjoying the methodical and challenging aspects of a build, especially delving into new territory. Always trying exciting new dishes and cuisines to recreate and remix at home to share with friends and family.

References are available on request.