

Anshul Goyal

XR Engineer | AR/VR Specialist | Unity Expert

XR/Unity expert with 8+ years of experience architecting and delivering **400+ immersive applications** across AR, VR, gaming, and WebXR. Specialized in building **0-to-1 solutions**, from rapid prototypes to scalable cross-platform products and enabling startups & enterprises to launch their first XR pipelines and real-time 3D platforms.

Deep hands-on expertise in Unity, Unreal, WebXR, ARKit, 8thWall, and advanced rendering. Proven track record in **team leadership**, product R&D, creative problem-solving, and technical innovation across industries like retail, education, medical, F&B, NFTs, and Metaverse.

SELECTED ACHIEVEMENTS

- Delivered 400+ XR/interactive applications across AR/VR, games, WebXR, and real-time 3D experiences
- Helped 10+ startups & companies build their **entire XR/game development pipelines from scratch** (0→1)
- Designed and launched an AR + NFT platform used by **100K+ users globally**, integrated into WebXR and mobile apps
- Built and led **cross-functional teams** (Unity devs, 3D designers, UI/UX, QA) across 20+ full-cycle product launches
- Delivered high-performance AR campaigns with **15K+ user interactions within first launch month**
- Winner of AngelHack Hackcelerator (Top 1%) **Pitched at Silicon Valley as one of the Top 16 Global Startups**
- Optimized rendering and asset pipelines for 3D/AR to run at **60+ FPS across mobile, web, and headset platforms**
- Worked across industries including: NFTs, Metaverse, F&B, Retail, Education, Real Estate, Medical, and Gaming.

KEY PROJECTS

3D + AR NFT Viewer

- Built a high-fidelity NFT viewer that supports 3D & AR experiences with full object interaction (rotate, scale, animate in AR space)
- Conducted R&D to **Match color fidelity of NFTs** across platforms by aligning Unity rendering outputs with Google's Model Viewer pipeline
- Designed a **runtime JSON import + S3 integration** system for dynamic NFT delivery with zero app update friction
- Added AR face/object tracking for masks/statues enabling context-aware placements (walls, faces, floors)
- Platform scaled to **100K+ users**, deployed for NFT campaigns across mobile and WebXR
- Led a 5-person team across Unity dev, UI/UX, QA, and NFT asset integration

Metaverse NFT Museum

- Architected and shipped a multiplayer virtual NFT museum where users explored NFTs in a persistent 3D metaverse
- Integrated **real-time user syncing**, lobby system, and multiplayer chat (lobby + 1:1 DM) using Photon + Firebase
- Built dynamic **NFT reveal and claim mechanics**; triggered via in-museum events and room interactions
- Designed themed exhibition rooms supporting real-time event hosting (**10K+ attendees across activations**)
- Led game logic, 3D integration, multiplayer architecture, and NFT interaction flows

Winery AR – Gamified Marketing Experience

- Developed a marker-based AR campaign for wine bottles — scanned to reveal **brand storytelling + interactive ingredient info**.
- Designed a “**Throw & Hit**” gamified reward system using physics-based interactions; led to 40% higher engagement
- Integrated reward-unlocking mechanic with coupon delivery system for brand campaigns
- Deployed across 12+ F&B locations; campaign saw **15K+ user scans** in first month
- Collaborated with designers, Unity devs, and brand team to execute campaigns end-to-end.

Monalisa Heist – Fortnite XR Game

- Designed and shipped a full-level XR mission inside Fortnite, combining stealth, puzzles, and narrative gameplay to “**steal**” a tokenized Monalisa NFT.
- Led **end-to-end game design**, including level planning, puzzle flow, player feedback loops, and testing cycles
- Built immersive environments using Unreal Engine and UEFN; optimized for mobile and console compatibility
- Iterated gameplay mechanics based on user testing to maintain high session retention
- Part of a multi-game NFT activation event with **thousands of participants**

NFT Quest – Geo-Based AR NFT Experience\

- Developed a **location-based AR platform** where users scanned real-world locations to unlock and claim NFTs
- Integrated GPS/geofencing triggers with marker tracking and NFT unlock logic
- Engineered secure claim flow using user identity and QR validation; used for NFT marketing scavenger hunts
- Supported modular deployment for **10+ brands** to create on-location NFT campaigns
- Managed platform architecture, GPS calibration, AR logic, and real-time analytics tracking

Roblox & Unreal XR Games

- Designed and developed immersive XR game levels in **Roblox (Lua)** and **Unreal Engine (Blueprint)** across horror, sci-fi, and puzzle genres.

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- Built multiplayer-compatible escape rooms and story-driven quests with session tracking, puzzles, and collectible drops
- Published on Roblox under client and in-house accounts; total plays crossed **50,000+ across multiple game modes**
- Optimized level design for mobile + PC play; included cutscenes, inventory systems, and checkpoint logic
- Led game mechanics, scripting, testing, and analytics tracking for each launch.

EXPERIENCE

Cryenx Labs

XR Lead

Remote

Aug 2022 – present

- Delivered **50+ high-performance XR apps** across WebXR, mobile, and Fortnite/Roblox platforms — including NFT viewers, metaverse museums, AR books, and gamified campaigns
- Built a **scalable NFT delivery pipeline** with runtime S3 loading, JSON config, and AR placement — used in **100K+ user deployments**
- Conducted R&D on **cross-platform material calibration**, aligning Unity/Model Viewer rendering output for NFT color consistency across WebXR and mobile
- Created reusable **AR scene modules and tracking templates**, reducing dev time for new **campaigns by 60%**
- Engineered NFT Quest — a location-triggered AR scavenger hunt platform with reward logic; **used by 10+ brands**
- Developed and shipped AR-powered F&B campaign (**15K+ scans, 40% higher engagement**), driving coupon redemption and offline footfall
- Set up internal CI pipeline for testing XR scenes on WebGL & iOS; **improved QA velocity by 30%**
- Managed a 7-member team across Unity dev, 3D art, UI/UX, and QA handled delivery, roadmaps, and reviews.
- Mentored junior devs and contributed to strategic planning, delivery roadmaps, and stakeholder demos

Letscooe

AR – Lead

Pune, Maharashtra

July 2021 – July 2022

- Architected a **plug-and-play On-The-Fly AR engine** enabling real-time AR content updates on Android, iOS, and Web
- Developed a custom **WebAR scene editor + renderer** with UI-friendly publishing tools, reducing AR deployment time from days to minutes
- Created modular AR toolkits (face tracking, VTO, gesture control) reused across 10+ campaigns, **cutting dev overhead by 50%**
- Built VTO experiences for jewelry, eyewear, and clothing that boosted **checkout conversion rates by 18%**
- Delivered 6+ WebAR games (face filter, reaction, scan-n-collect) generating **60K cumulative plays** across retail campaigns
- Led R&D into **markerless AR stabilization + WebGL performance for in-house AR SDK** tuning to sustain 60 FPS on low-end devices
- Collaborated with product teams to enable **white-labeled AR commerce** plugins adopted by 3 eCommerce partners

WoWExp Technologies

Senior Mixed Reality Developer

Bangalore, Karnataka

Aug 2019 – July 2021

- Led development of WoW Closet, an AR virtual try-on app for fashion brands; helped reduce return rates by **~25%** and improved buyer engagement
- Built WoW Decor, an AR furniture visualization platform for real estate clients; used by **~15,000+ users during virtual exhibition**
- Created interactive VR/AR product demos and virtual summits for clients in aviation and automotive industries
- Developed enterprise-ready XR content pipelines for marketing teams to launch new campaigns with AR/VR product showcases
- Contributed to sales enablement by building demo-ready XR experiences used in **40+ client acquisition pitches**

CoreAppsLab pvt. Ltd.

Augmented Reality Developer

Jaipur, Rajasthan

April 2019 – Aug 2019

- Built AR cricket selfie app with motion reflection; generated **20K+ user interactions during IPL campaign**
- Developed an AR indoor navigation prototype using spatial anchors and point-cloud tracking
- Created Kinect-based interactive wall experiences and branded photo booths for offline events

Avidia Labs

Augmented Reality Developer

Bangalore, Karnataka

Oct 2018 – Feb 2019

- Developed AR learning app for children using image-tracked animal flashcards and 3D storytelling
- Led R&D on **real-time face and body recognition**, improving internal development cost by 30%.
- Built & deployed company website + eCommerce module for digital product sales
- Translated client **needs into functional AR solutions**

CardView

Founder

Jaipur, Rajasthan

Sep 2017 – Oct 2018

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- Founded and built CardView, an AR platform to enhance business cards, brochures, and invitations with real-time interactive content
- Recognized as one of the **Top 16 Global Startups** at AngelHack Hackcelerator, pitched at **Silicon Valley, USA**
- Developed proprietary marker-tracking engine with dynamic asset linking; used in **5K+ business cards worldwide**
- Helped brands visualize marketing assets using live AR overlays — **increased campaign recall & interaction by 2.3x**
- Managed 4-person tech/design team and handled product vision, development, pitching, and GTM strategy

SKILLS & TOOLS

- **XR Development & Design**
 - AR/VR/MR Development • Interaction Design • Real-Time Rendering • Shaders & Materials • Optimization & Profiling
 - Spatial Mapping • Gesture & Face Tracking • Multiplayer XR (Photon, UEFN)
- **Tools & Engines**
 - Unity3D (Expert) • Unreal Engine (Blueprints, UEFN) • Roblox Studio • 8thWall • WebXR • Model Viewer • Blender
- **Frameworks & SDKs**
 - AR Foundation • Vuforia • Zappar • ARKit/ARCore • XR Toolkit • MyWebAR • Meta Spark • Firebase
- **Programming & Scripting**
 - C# • C++ • JavaScript • Lua • GLSL/HLSL (Shaders) • Python (Tooling & Scripting)
- **Deployment & Platforms**
 - Android/iOS • WebXR (Three.js, WebGL) • Oculus Quest • HTC Vive • HoloLens • Kinect • Zed Camera
 - AWS S3 • Git • Firebase • CI/CD for XR
- **Specialties**
 - NFT Visualization • VTO (Virtual Try-On) • Location-Based AR • Educational AR • Multiplayer Metaverse
 - Cross-platform Optimization • 0→1 Pipeline Building • Team & Product Leadership

EDUCATION

- **Rajasthan Technical University, Jaipur** 2014 - 2018
B.Tech Computer Engineering, 60%
- **Rajasthan Board of secondary education** 2013 - 2014
High School Diploma, XII, 62%

LEADERSHIP & ACTIVITIES

- Winner AngelHack Hackcelerator (2017). Selected among Top 16 Global Startups, pitched at Silicon Valley, USA
- 2nd Place Stuprenours Startup Program
- Certified Winner Rajasthan Government Hackathon (2016)
- Founder CardView (2017–2019)
- AR-powered product featured at global pitch events and startup showcases
- Speaker & Demo Presenter EdTech XR Showcase, F&B XR Innovation Demo, Startup India AR Workshop

REFERENCE

Available upon request.

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