

USMAN ZAVER

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SUMMARY

Results-driven Unity mobile game developer with 4+ years of experience leading the full lifecycle of mobile game development for iOS and Android. Skilled in optimizing performance, implementing A/B testing frameworks, and leveraging data analytics to enhance player retention, progression, and monetization. Proven track record of delivering high-quality gaming experiences with a player base in the millions while mentoring developers and collaborating effectively with cross-functional teams.

EDUCATION

Bachelor of Computer Science, Information Technology University
CGPA: 3.05

2016 - 2020

EXPERIENCE

Senior Software Engineer
GeniTeam Solutions

2020 - 2024

Lahore, Pakistan

- Directed the full lifecycle of 10+ mobile games for iOS and Android, with two top-performing titles achieving 10M+ and 1M+ downloads
- Optimized game performance to consistently deliver 60 FPS across diverse mobile devices by leveraging Unity Profiler
- Implemented A/B testing frameworks for game mechanics, level designs, and art styles, resulting in measurable improvements in player retention, progression, and monetization KPIs
- Utilized data-driven analytics and monetization strategies, integrating SDKs and MMP tools to enhance player progression, boost retention rates, and maximize ad impressions per user
- Collaborated effectively with production and design team to create innovative game experiences and optimize overall quality for improved player satisfaction
- Mentored junior developers, assigning tasks, reviewing code, and fostering a culture of technical excellence, resulting in improved team productivity and code quality

Software Engineer Intern
Arbisoft

Jul 2019 – Aug 2019

Lahore, Pakistan

- Learned industry level coding standards for Python.
- Developed Web Scraper using Scrapy.
- Developed restaurant review site using Django.

SKILLS

Technical Skills	C#, Unity 3D, Git, Smart SVN, Assembla, Hyper-casual, UI, Game Optimization, Game Design, Game Analysis, Prototyping, Physics, Timeline
Languages	English (Fluent), Urdu (Native)

KEY PROJECTS

School Escape ! - Skip Games. Led the development of a new puzzle game, designing and implementing core mechanics from scratch. Utilized data analysis and A/B testing to optimize for retention and revenue growth. ([Play](#))

Nick's Sprint - Escape Miss T. From a runner concept to a successful casual experience. Collaborated seamlessly with a fellow developer throughout the process. Leveraged KPIs such as retention, daily user impressions, rewarded ads, player progression, and analytics, contributing to the game's achievements. ([Play](#))