

ARAVIND BALA KUMAR

PORTFOLIO



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[HTTPS://ARAVINDBALAKUMAR.GITHUB.IO/PORTFOLIO/](https://aravindbalakumar.github.io/portfolio/)



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Aravind balakumar

Game Developer | AR/VR Developer | Website Developer | UX & UI Designer

An developer having worked in different industries predominantly in AR/VR and Game Development, Currently trying to intertwine technical and creative aspect by actively learning skills and by pursuing latest trends.

Being programming-language agnostic, I approach challenges with a positive mindset, aiming to deliver solutions that are both resource- and time-efficient without compromising on quality or creativity.

Recent academic journey has reinforced my user-centred thinking enabling me to see problems in new ways and design experiences that work well to resonate with players.

Throughout my career, I have consistently delivered measurable impact from optimising performance, implementing scalable systems up-to mentoring teams, while having a attitude towards continuous experimentation and learning ultimately allowing me to create immersive and high-quality experiences.

WORK EXPERIENCE

8	2022-2024	Game Developer, Pixcellplay (Formerly Nokout)
7	2022-2022	Game Developer, Nokout (Pixcellplay)
6	2021-2022	Unity Developer, Inspirit VR
5	2021-2021	Game Programmer, Foretell
4	2018-2021	AR/VR Developer, Hard N Software Technologies
2	2016-2017	Web Programmer, ViralBae

EDUCATION

9	2024-2025	Masters in Interaction & experience design
3	2017-2018	PG Diploma, Game Development and design
1	2012-2016	B.E CSE, St Joseph's Institute of technology

TECH STACK



PROJECTS

Here are a few transformative projects that shaped my journey and contributed to my growth.



STEM simulation for law of proportions



Provides the experience of placing virtual furniture in real world



Experience feature by feature of Audi cars in AR



Experience feature by feature of Ford cars in AR



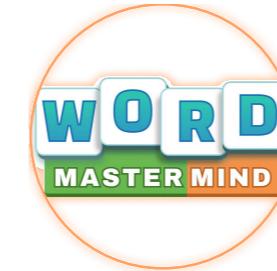
Gamified AR sustainable Tourism



Mastermind game but with a twist of numbers



Collect, attack as you ride along route 66 while fixing it



Clues to help you find the word but not always

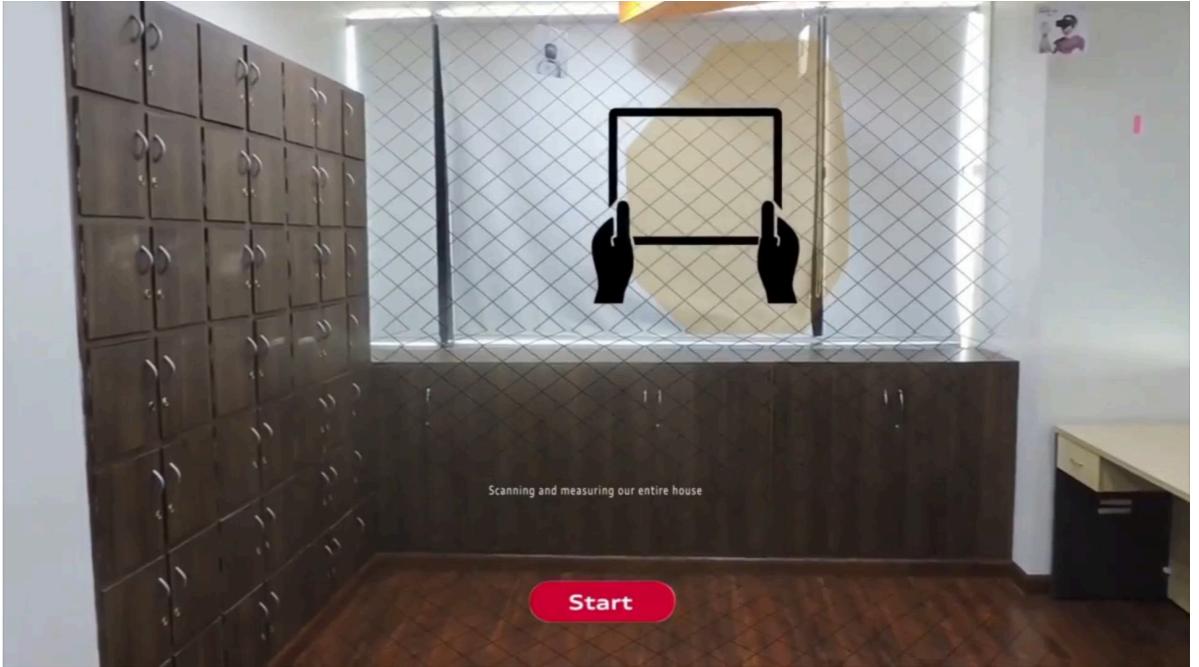


UX pet connect App

AR Decor (Augment Reality)- Hard N Soft

Description

AR decor is project about placing virtual furniture's in real world using marker-less AR to address the lack of visual feed before buying furniture.



Tech stack used

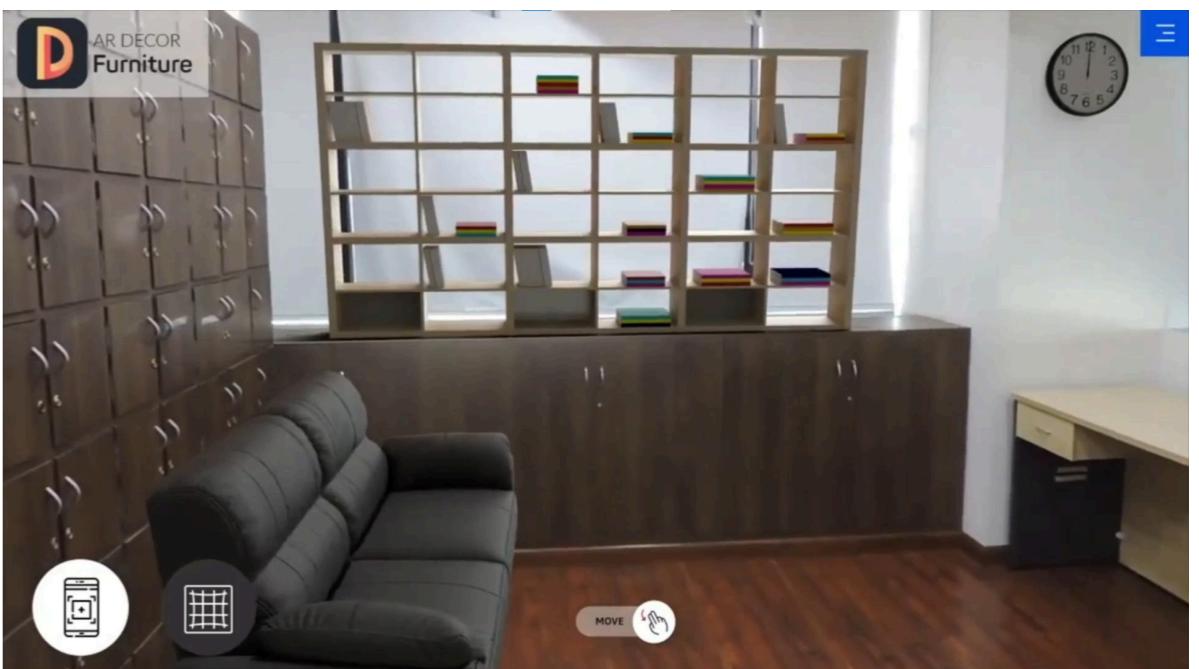
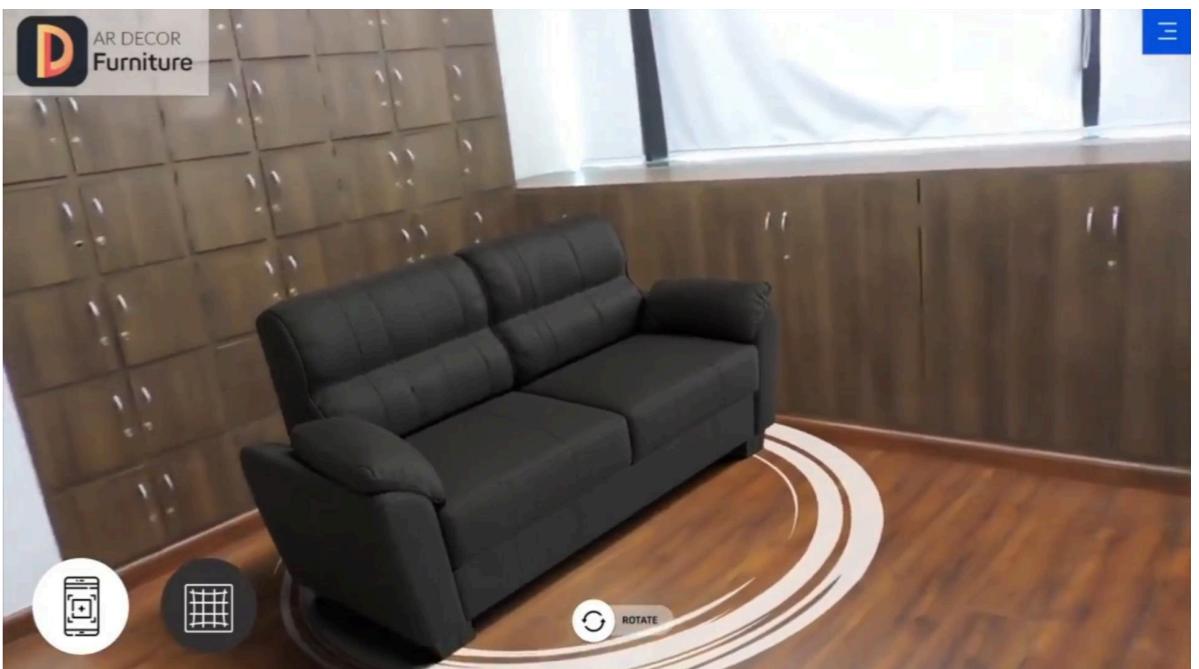
Unity(c#), AR kit, JSON, Firebase Analytics and Firebase Authentication

Roles (Developer)

Spearheaded the first Research and Development of AR products in the Hard N soft technologies.

Created a custom plugin for iOS for notifications

Developed the functionality and the flow of the app along with incorporating the analytics to evaluate the usage of app by the clientele



AUDI AR (Augment Reality)- Hard N Soft

Description

Project focusing on the visualization of car's features and customize it on the via an application using marker less AR to place and view it in it's spectacular view

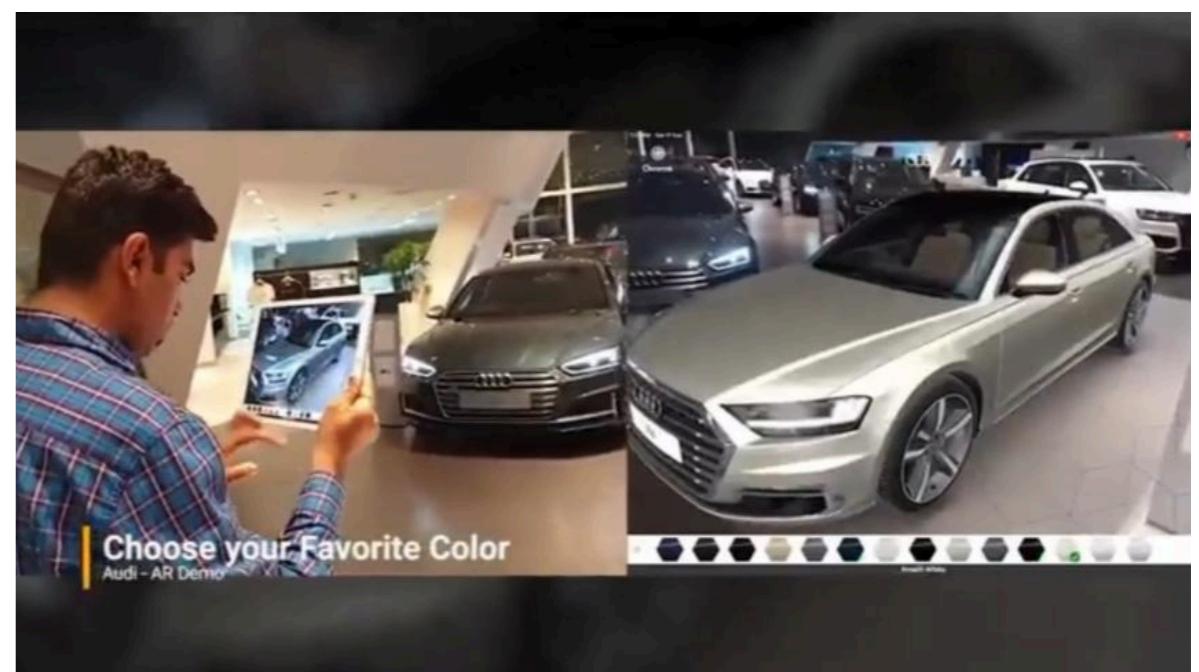


Tech stack used

Unity(c#) ,AR kit, Shadergraph, JSON, Custom Analytics.

Roles (Developer)

Developed the functionality of the app along with the basic clear coat shader using shadergraph and adhered to the design and standards of ford while developing the app features that allow users to customize the card to their needs



Ford AR (Augument Reality) -Hard N Soft

Description

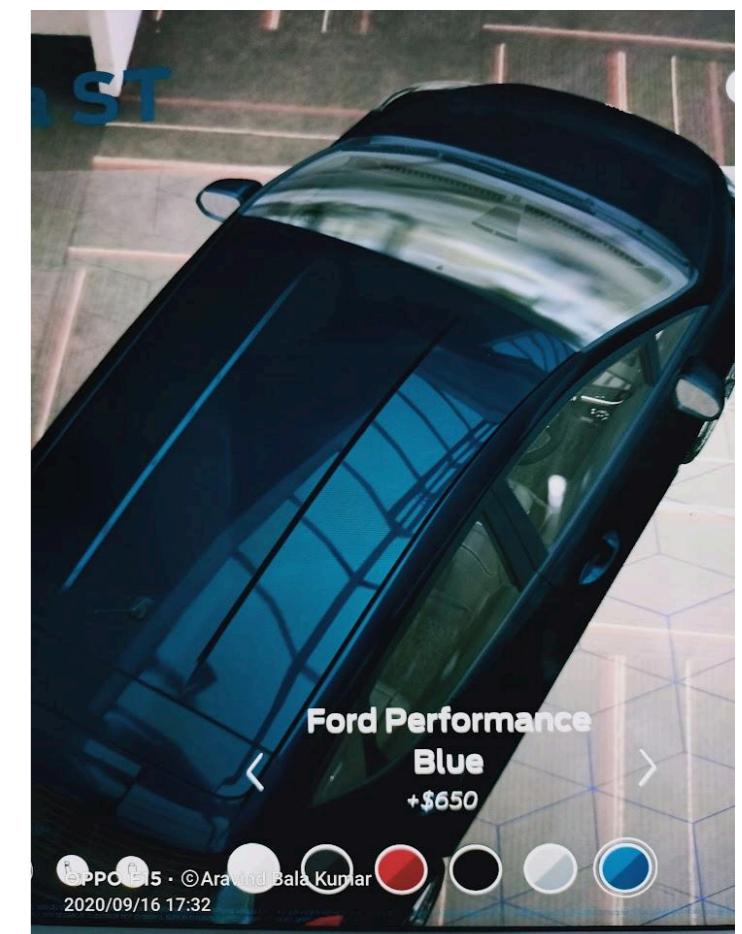
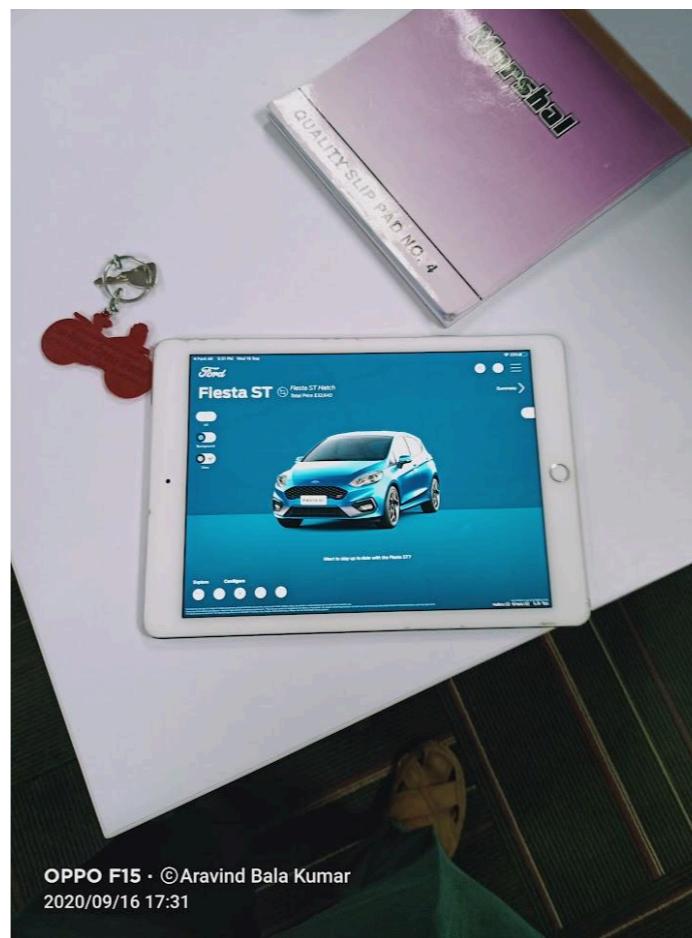
Visualizing the magnificence of the ford range of vehicles in AR while allowing users to customize and see significant features.

Tech stack used

Unity(c#) ,AR kit, JSON and Amazon S3 bucket(storage)

Roles (Developer)

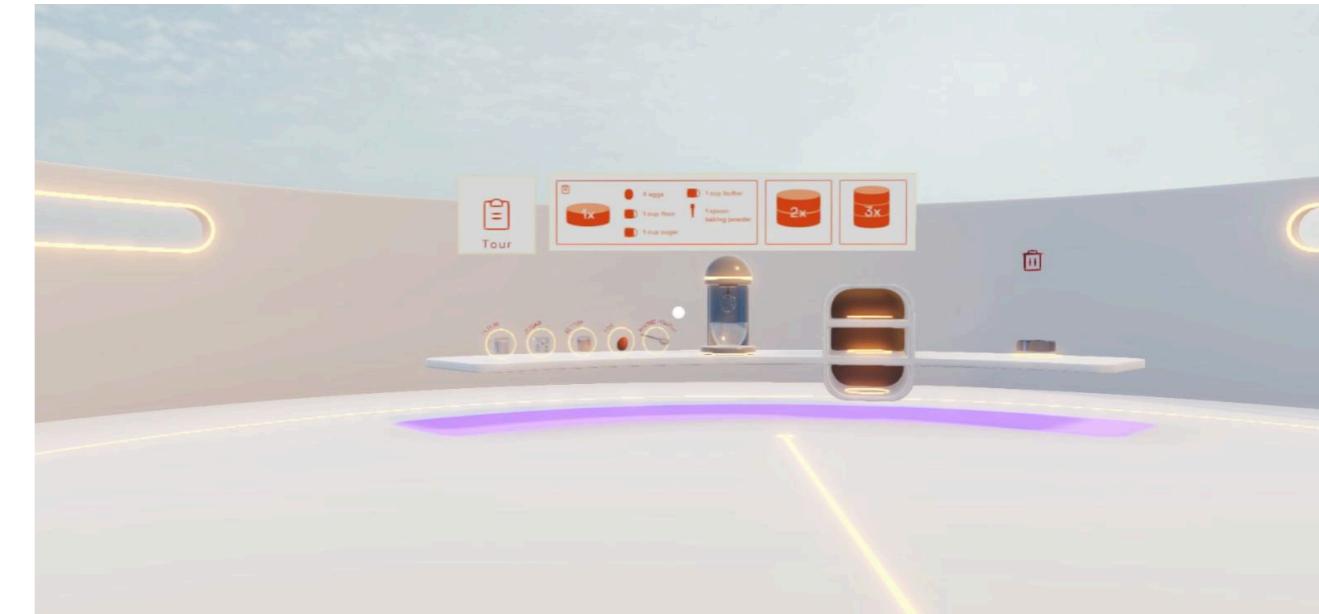
Developed the functionality of the app and adhered to the ford standards in terms of code and UI, Managed the bundling of each individual car assets into asset bundles to upload into s3 bucket for on demand usage.



Law of proportions (STEM simulation)- Inspirit VR

Description

An baking game simulation to demonstrate how law of proportions work for younger audience to a younger audience

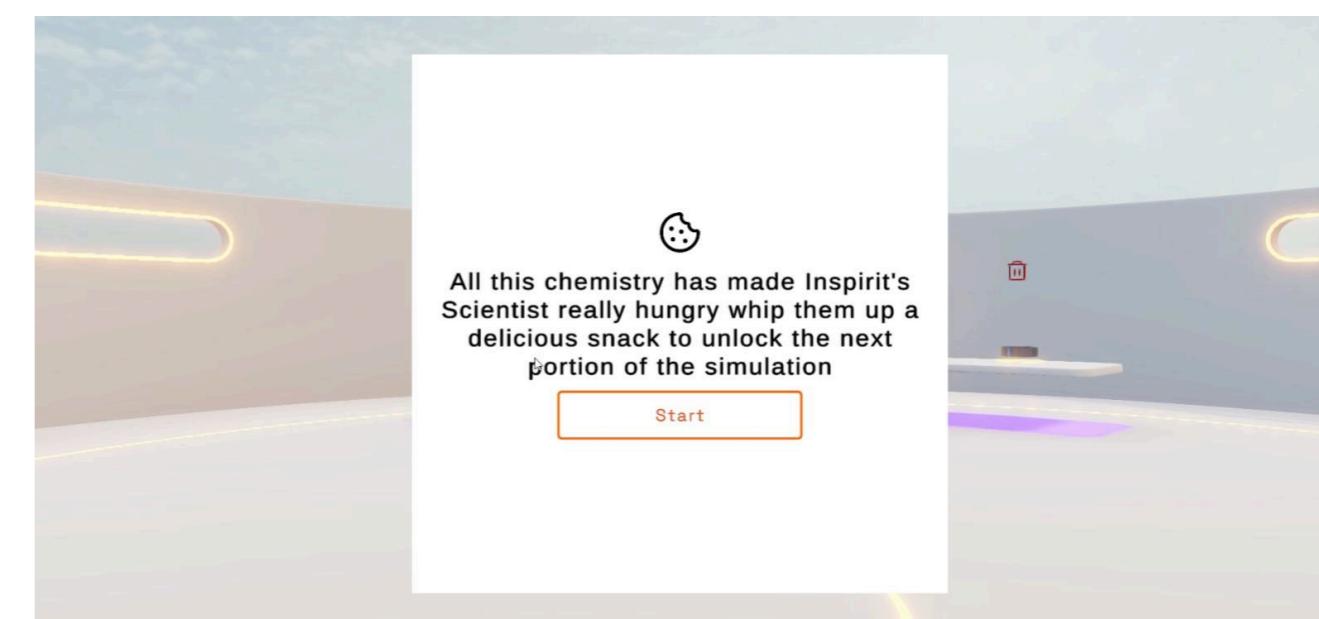


Tech stack used

Unity(c#), Webgl, WebVR, Meta Quest VR sdk

Roles (Developer)

Developed the game and core mechanics using the standard library of unity and repeated iteration to verify the usability against younger audience



Route 66(In Game Events) - Pixcellplay

Description

A similar game designed and developed with the direct aspiration from coin master and dice dreams where cards and exploration of all the areas in the way of route 66.

Tech stack used

Unity(c#), Firebase RTDB, Game Analytics, Max SDK

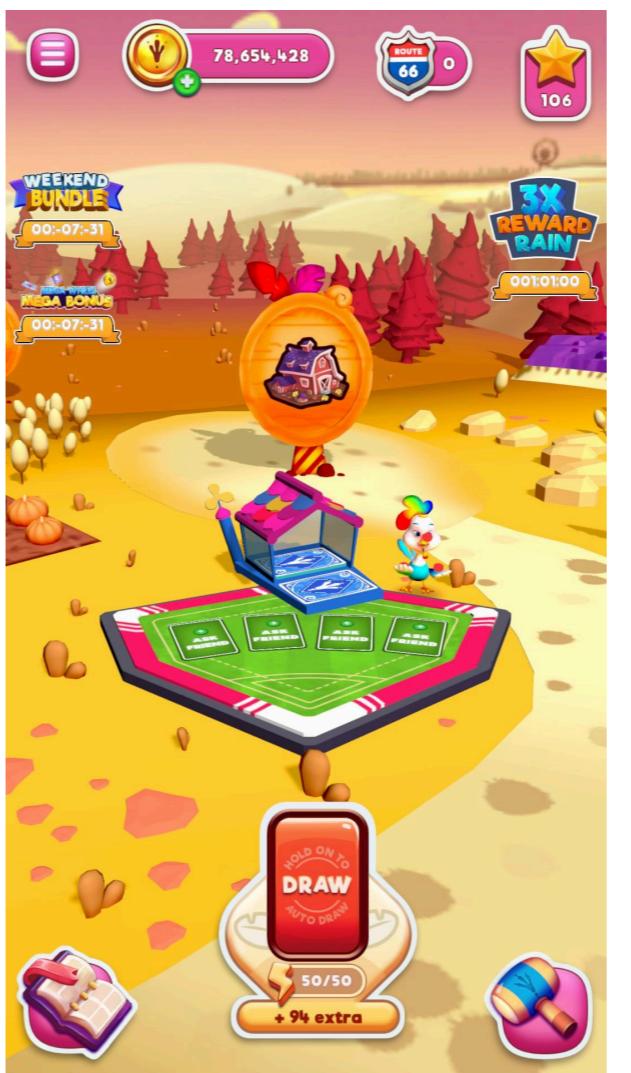
Roles (Developer)

Developed an in game event system that allows each event to have individual time constraint and unique rewards and created a data update pathway in Firebase RTDB for updating the expiry time and rewards on the go

Developed the game Tutorial system that allowed the player to move from one by one step, Ultimately teaching the game flow to the user.

Created an Global Event callback wrapper that helps the other developers to directly subscribe and unsubscribe to global events without referencing the script

Change the clustered code base into a singleton pattern for ease of access



Hacked Password Puzzle (Game) - Pixcellplay

Description

Iteration of the bulls and cows as a mobile game targeting audiences who are into number puzzle genre

Tech stack used

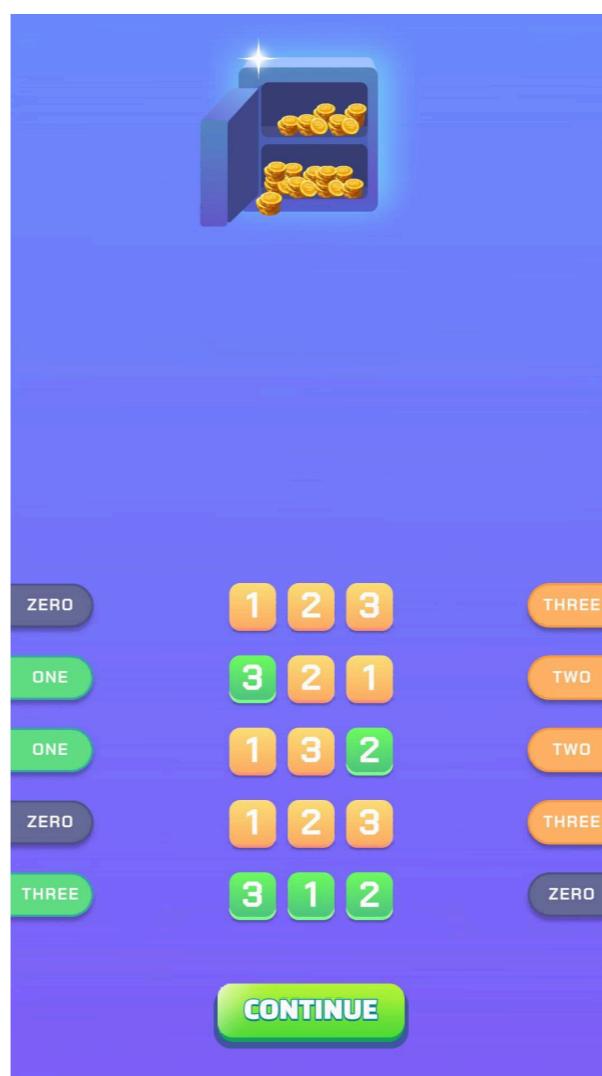
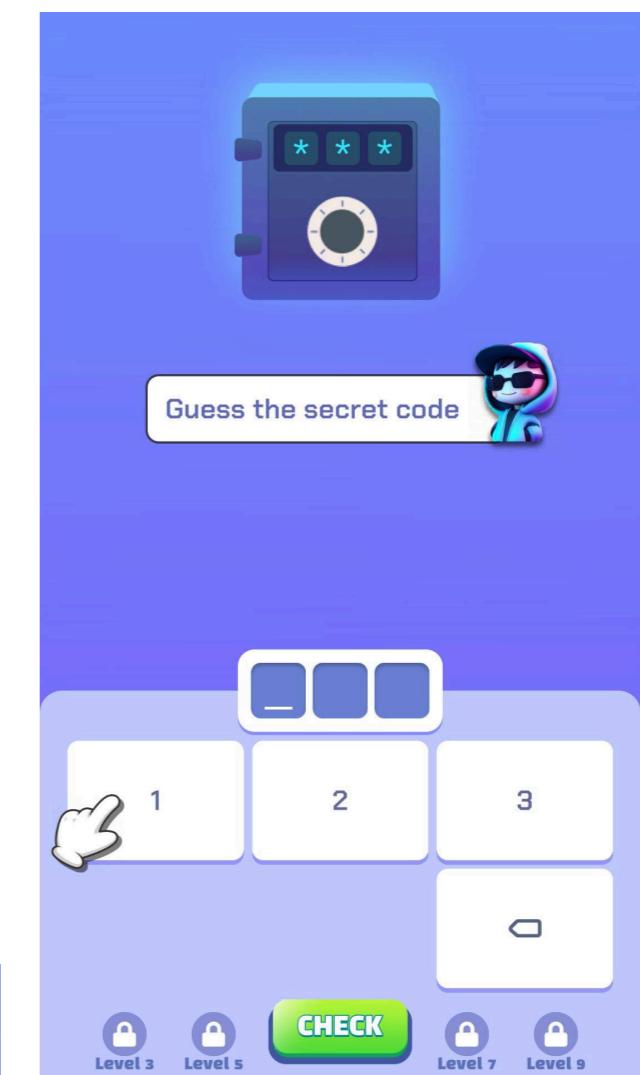
Unity(c#), Firebase RTDB, Firebase Authentication, Game Analytics, Max SDK, Firebase cloud function.

Roles (Developer)

Developed the entire game from scratch with power-ups and enticing features such as PVP (passive), Tournament (passive) and Leader-board system which improve player retention

Created Custom matchmaking algorithm for PVP

Animated most of the game in DOTween engine



Word Mastermind (Game) - Pixcellplay

Description

Word puzzle game that entices people to test their vocabulary. A game primarily focused on the users of puzzle genre. An word iteration of the mastermind game.

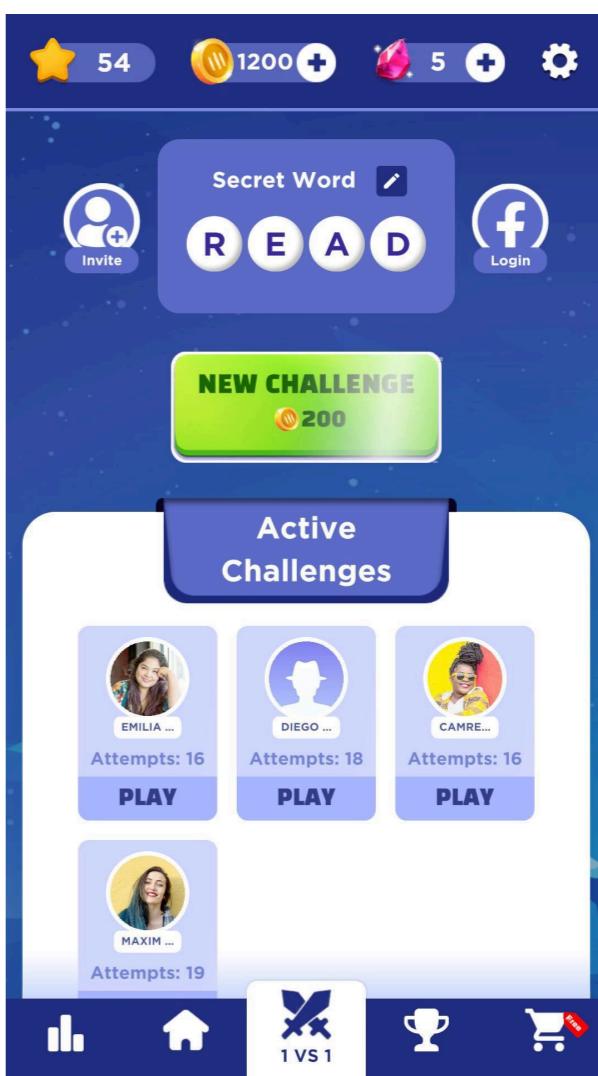
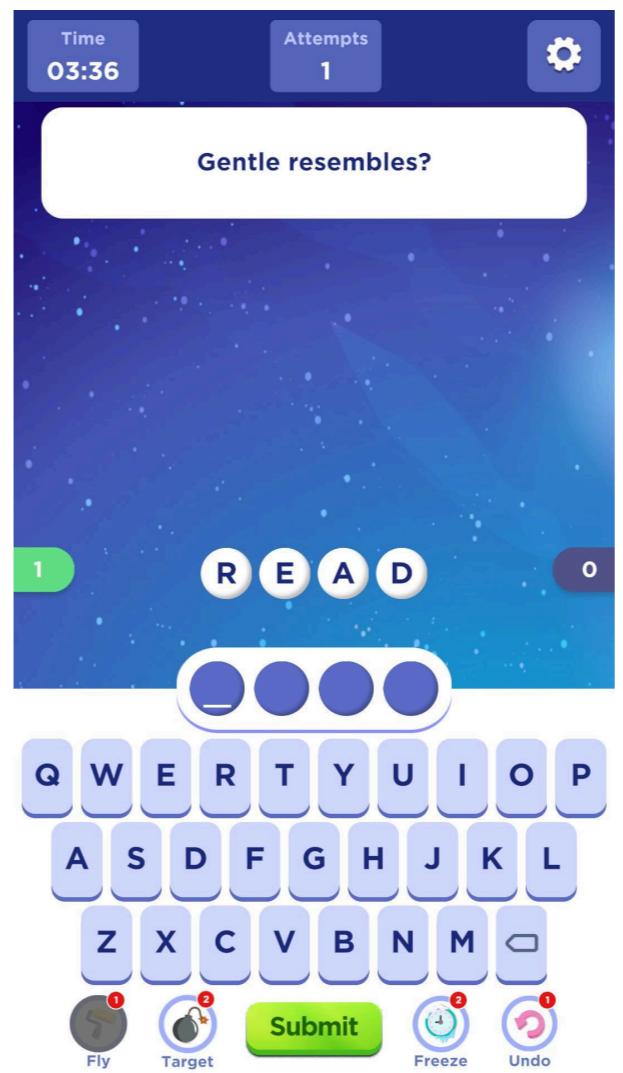
Tech stack used

Unity(c#), Firebase RTDB, Firebase Authentication, Game Analytics, Max SDK, Firebase cloud function.

Roles (Developer)

Developed the entire game from the ground up, including power-ups and appealing elements like leaderboards, passive tournaments, and PVP to increase player retention. Created Custom matchmaking algorithm for PVP, Created Custom handler for english dictionary, Animated most of the game in DOTween engine.

This project was used to create a template, Creating an total project wrapper template that composed of all the functionalities and sdk integration which was used for the rest of the project being used by the company.



Pet Connect

Description

The all-in-one app for pet lovers! 🐾

This app combines daily pet care with a social community, offering tools to track health, discover local events, and share photos, videos, and stories. A built-in chat system supports text, images, emojis, and voice messages, while the pet tagging feature helps locate missing pets. The alert panel delivers updates on lost animals, health advisories, and local announcements. An interactive pet-friendly map highlights adoption drives, community meetups, and welcoming spaces for pets.

Tech stack used

Figma, Insights from Game analytics, Forms office

Roles (UX designer)

Steered and took over the role of UX designer and led the following activities
Brainstorming, Mindmapping, Competitor Analysis, Survey, Empathy mapping, User persona, Low fidelity prototype, High fidelity Prototype and Figma prototype



Gamified AR sustainable tourism

Description

An mobile AR experience that turns sustainable tourism into a fun and rewarding. Using Pokémon Go-style navigation, and immersive AR content. The Quest system and the ability to earn points, badges, along with the ability to exchange those points real-world rewards like coupons from local businesses. entice and excite the user to engage. By combining exploration, play, and tangible incentives, the app motivates responsible behaviour.

Tech stack used

Unity,C#, Github,vuforia,Figma, Ninatic lightship maps

Roles (Developer and UI/UX Designer)

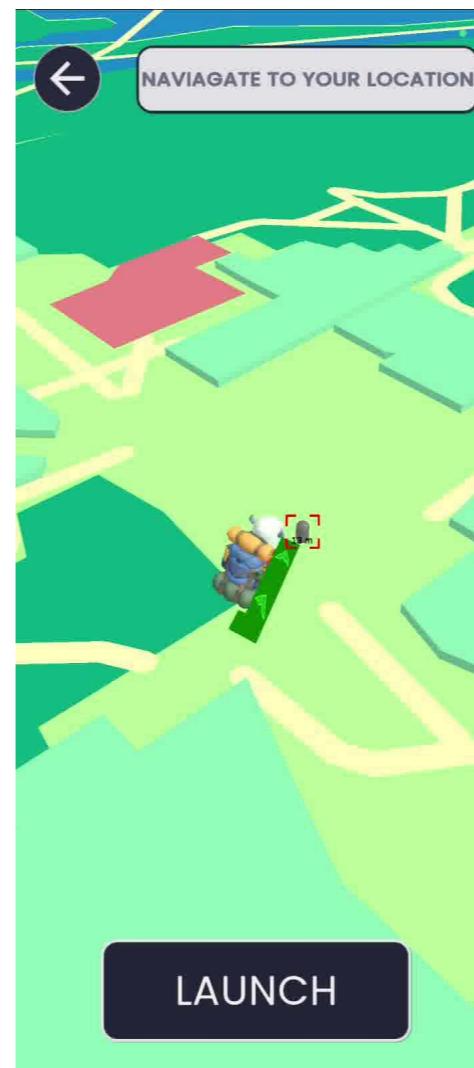
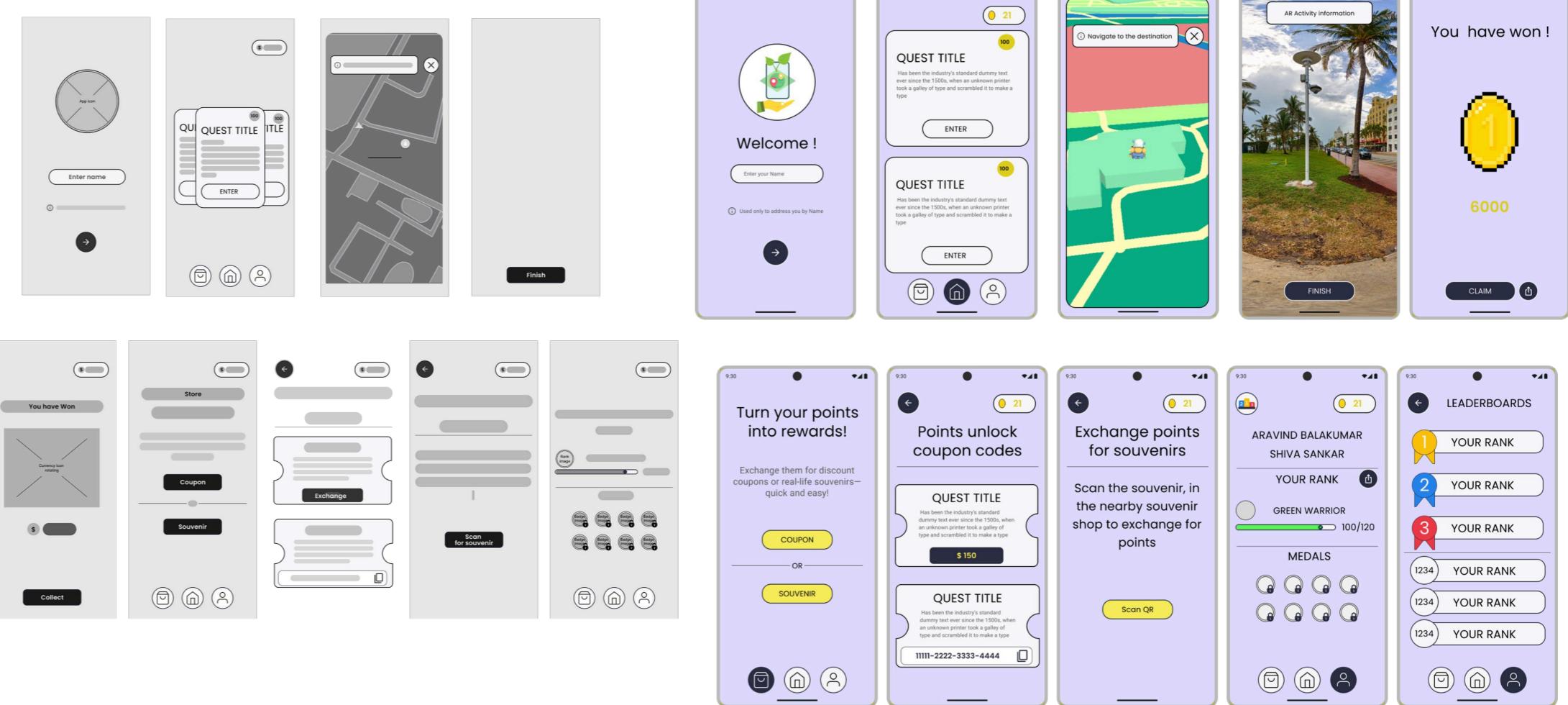
Designed the UI based on the UX research done by

- Gathering insights from users via survey, interview and Testing.
- Created empathy map and personas to remove the designers bias
- Created low fid and high fid to do rapid testing before approaching the development

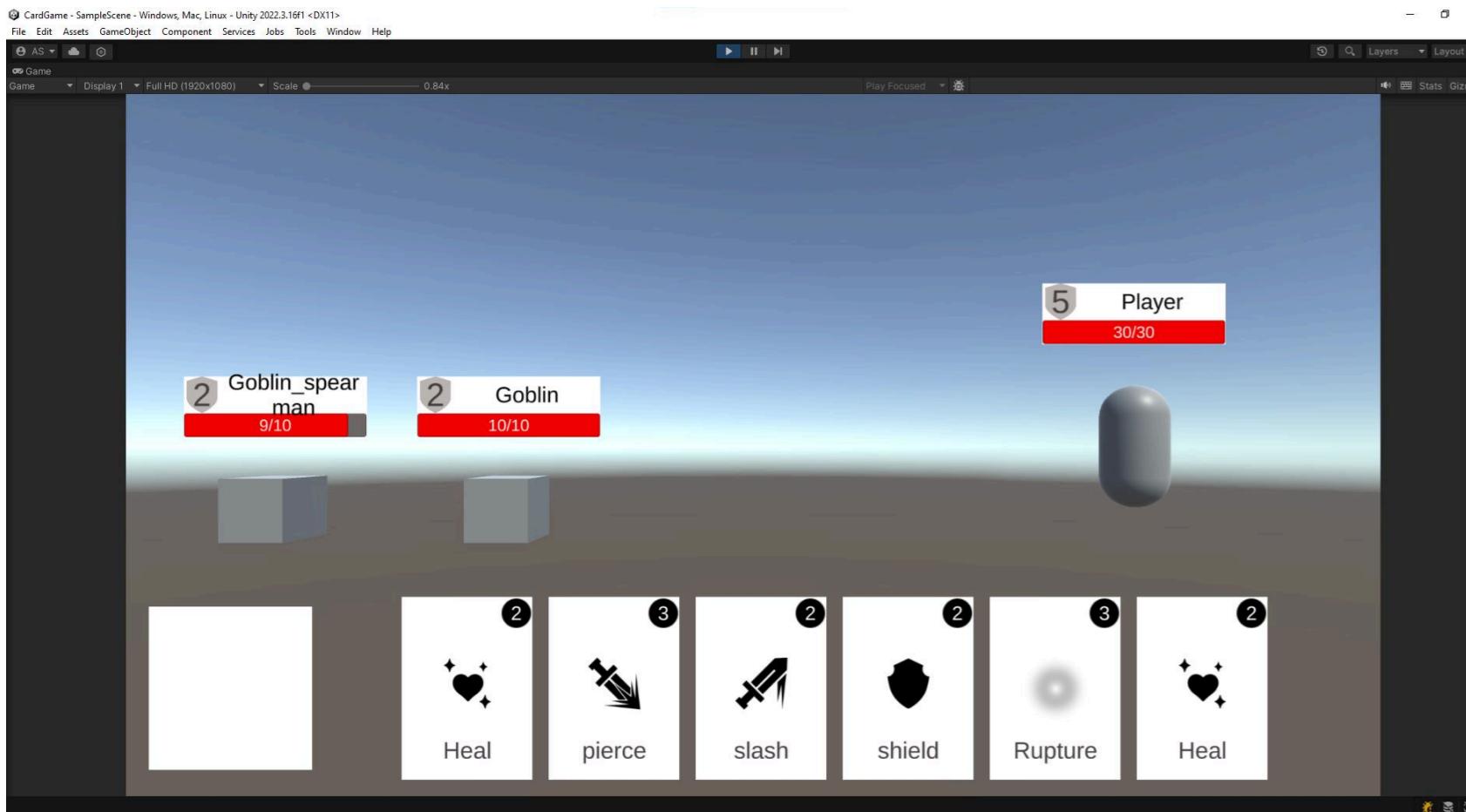
Developed the entire AR application and the designs from the ground up,

Features such as

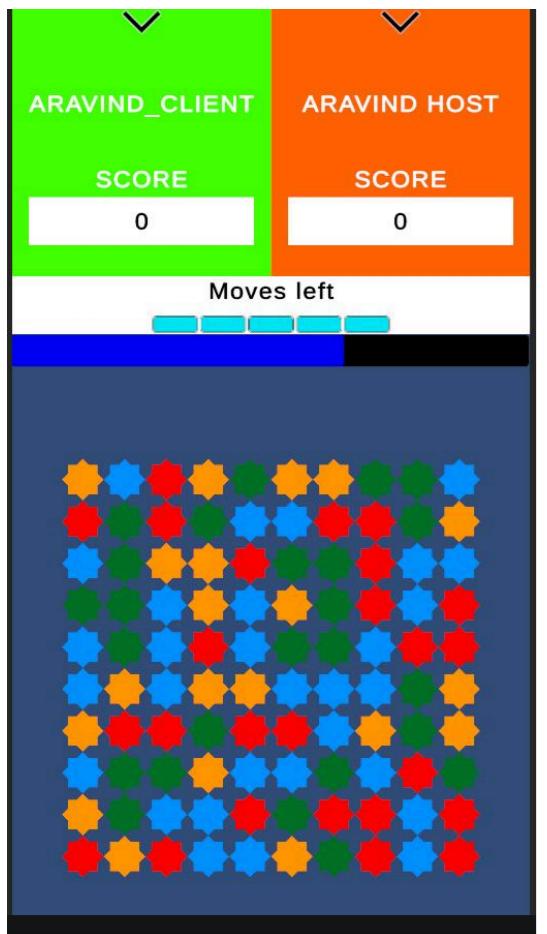
- Pokemon GO style map integration
- Quest systems
- Profile System
- Mock leaderboards
- Mock reward system
- Markerless target such as Area target



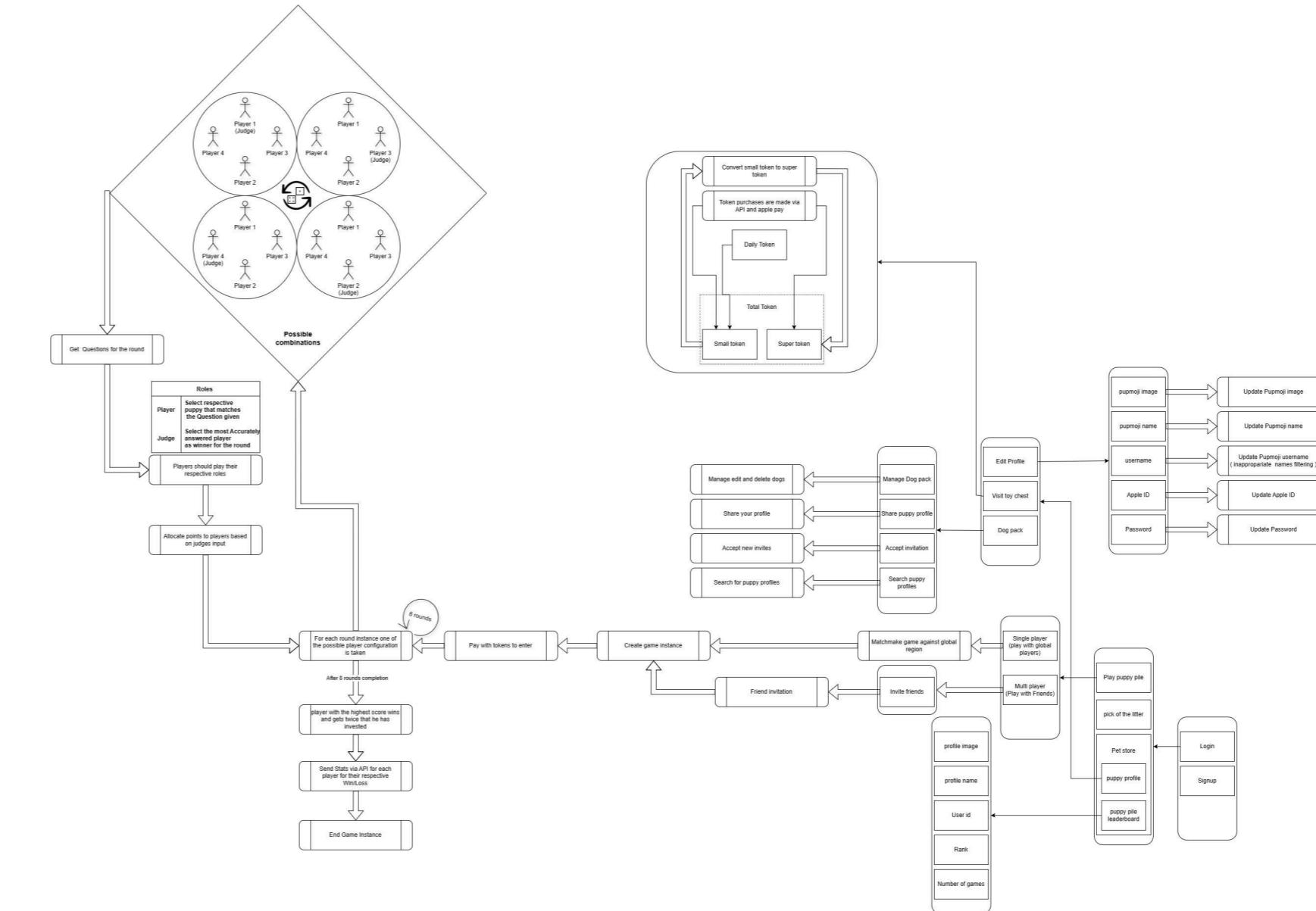
Recent personal Ideation and projects



Turn based rpg with card as a action



Turn based
Match 3 multiplayer Game



Flow for a puppy Game

THANK YOU