

Anthony D. Zalar

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Profile:

Creative Technology Leader with 8+ years designing, developing, and delivering immersive, AI experiences across XR and interactive platforms. Proven track record leading cross functional teams to build award winning, patent backed solutions showcased at high profile industry events, including AFA and Space Symposium. Expert in Unity, Unreal, Cloud Technologies, and AI/ML pipelines, with experience integrating LLMs and RAG systems for real-time 3D visualization. Passionate about shaping the next generation of immersive products that inspire, connect, and transform industries.

Professional Experience:

SAIC

Creative Technology Lead / Senior XR Engineer

Remote
2021 - Present

- Direct the strategic vision and roadmap for all interactive customer facing demo platforms shown at national, Tier 1 tradeshows; engaging audiences of 10,000+.
- Secured NASA work through Artemis demo that integrates AI, digital engineering, and lunar data in a 3D environment; simulating different systems working together in emergency situations.
- Lead cross functional teams (marketing, legal, engineering, design) to define engagement strategy and retention tools for key business groups including Space Force, Air Force, Army, and Navy.
- Develop automation tools that reduce report generation from hours to seconds, increasing data visibility across internal teams.
- Lead development of analytics dashboards and KPI reporting tools that enabled executives to assess user experience success at a glance, influencing long term platform strategy.
- Created and currently maintain reusable demo prototyping toolkit that cuts new project setup time by 85%, streamlining project turnaround.
- Combined LLMs and RAG systems to transform real time satellite data into interactive 3D visualizations.

Infinity Ward (Activision Blizzard)

Senior Integration Technician

Remote
2020 - 2021

- Managed Agile sprint planning and testing pipelines for global product launches across multiple studios.
- Designed custom QA automation scripts that saved 1+ hour per developer daily on manual testing and data validation.
- Managed code and asset integrations across *Call of Duty* titles in development by multiple studios.

Magic Leap

Software Engineer

Plantation, Florida
2018 - 2020

- Led Agile cycles, implementing bug tracking workflows, sprint planning, and iterative processes informed by user feedback.
- Bridged engineering and design teams to deliver creative goals on schedule and within budget, aligning technical feasibility with artistic vision.

ImmersiveTouch Inc.

VR Software Engineer

Chicago, Illinois
2017 - 2018

- Developed real-time VR surgical simulations in Unity using patient data, contributing to patented medical visualization techniques.
- Delivered optimized XR experiences for cross-platform headset deployment in medical training.

NetEase Games

Game Interaction Design

Guangzhou, China
2016

- Created user interface solutions, workflows, wireframes, and prototypes for mobile game *ONMYOJI* (阴阳师).
- Created VR prototypes using Google Cardboard and cloud hosted data pipelines, an early application of mobile based MR experiences.

Epic Games

Developer Support & Documentation

Cary, North Carolina
2015

- Investigated and debugged Unreal Engine documentation issues.
- Created documentation and training content for new UE4 developers.
- Enhanced *Fortnite*'s onboarding UX based on player feedback, improving early engagement metrics during testing.

Certifications / Awards:

AWS Cloud Practitioner, 2025

Project Management Professional (PMP), 2020 - Present

SAIC Innovation Award, 2024

Technical Skills:

Software: Unity, Unreal Engine, Adobe Creative Suite: (Photoshop, Illustrator, Premiere Pro, After Effects), Maya, JIRA, GitHub, GitLab, Perforce, Test Rail, MS Office: (Word, Excel, PowerPoint)

Programming: C#, Angular (HTML/CSS), Python, C++, SQL, JavaScript, Java

Cloud & Tools: Azure, AWS, AI/ML Toolchains, RAG Systems, OpenAI API Integration, Gen AI

Education:

Rochester Institute of Technology

Rochester, New York

Master's of Science: Game Design & Development

Bachelor's of Science: Game Design & Development

Minors: Japanese Language & Culture, Music & Technology