

EHAB AYMAN

Lead Game & Creative Technologist

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PROFESSIONAL SUMMARY

Lead Game & XR Developer with 9+ years of experience building immersive experiences for global brands. A technical lead capable of handling **full-cycle development solo** or **guiding technical implementation in team projects**. Expert in Unity, WebXR, and Creative Tech, delivering high-quality projects for clients like **Disney**, **F1**, and the **Grand Egyptian Museum**.

PROFESSIONAL EXPERIENCE

LEAD GAME DEVELOPER, 5DVR

07/2025 – Present

Cairo, Egypt

- **WebAR Innovation:** Built the **WaterCare Pukeko WebAR Experience**, utilizing **Snap CameraKit Web SDK** and **World Tracking** to create an interactive educational tool where users engage with animated 3D characters.
- **Technical Strategy:** Standardized the **Snap CameraKit Web SDK** and **React** integration workflow, creating a reusable template that streamlined the deployment of complex web-based AR activations for the agency.

Augmented Reality Developer, The ARlab

03/2023 – 06/2025

Beirut, Lebanon

- **Global Brand Campaigns:** Delivered **30+ official AR experiences** for Tier-1 clients, including **Qatar Airways**, **Fly Emirates**, **Maybelline**, **Unilever**, **eBay**, and **Dominos**, ensuring strict brand compliance across all projects.
- **Body & World Tracking:** Built complex experiences for **Qatar Web Summit 2025**, **Expo Doha 23**, and **Abu Dhabi Tourism**, using **Body Tracking** and **World Tracking** to let users interact with physical spaces and digital content in real-time.
- **Gamified AR Lenses:** Developed custom games for **F1 Saudi Arabia**, **Al Nassr FC**, and **Asian Cup Qatar 23**, writing JavaScript logic to implement runner mechanics, collision detection, and scoring systems.

LEAD GAME DEVELOPER, 5DVR

03/2020 – 02/2023

Cairo, Egypt

- **Interactive Installations:** Built the **Grand Egyptian Museum (GEM) Photo Booth**, developing a custom queuing system to handle high visitor volume with automated email and website API integration. Also delivered **EMAAR Egypt** touch-screen experiences (Unreal Engine) and gesture-controlled **Kinect** games for the **Creative Summit**.
- **WebAR & Social XR:** Shipped diverse commercial AR campaigns including **SigmaFit** and **Vivo Barefoot** (Virtual Try-On), **Tuborg** (WebAR Game), **Meny** (Tetris Lens), and **Size Store Stockholm** (World Tracking), utilizing varying SDKs for maximum device compatibility.
- **VR & Mixed Reality:** Developed the **Energie Fitness** VR workout platform with **VOD API integration**, and built the **SeeBeyond** HoloLens collaborative experience using **Photon (PUN)** and **MRTK** to synchronize user actions and object interactions across devices.

Freelance Creative Technologist, Freelance

03/2020 – Present

Remote/Hybrid

- **Film & Entertainment:** Created official AR filters for the film "**El Sett**" (Oum Kalthoum biopic) on **TikTok** and **Snapchat**, building multi-user experiences and "Try-On" effects using **Effect House** and **Lens Studio**.
- **Government VR Solutions:** Built the **VR Plantation Guide** for **Dubai Municipality**, a 3D training simulation for agricultural activities developed in **Unity**.

- **AI & WebXR:** Built the **Grand Egyptian Museum (GEM) Opening Activation** for **Orange Egypt**, using **Snap CameraKit** and **Google Gemini AI** to generate stylized user portraits on the web.
- **Social AR Filters:** Produced viral filters for **WE Telecom** and **Stella**, working with 3D artists on assets while writing the code and handling the final publication myself.

CO-FOUNDER & GAME DEVELOPER, EPICVR

02/2016 – 07/2019

Cairo, Egypt

Multiplayer Networking: Designed and implemented the core networking module for "ZombieLand VR Arcade," using **Photon (PUN)** to handle state synchronization and real-time co-op gameplay.

Gamified Brand Activations: Developed the **Kelvinator VR Fridge Assembly** experience, a time-based challenge featuring a "walk the plank" mechanic where users physically navigate a virtual bridge to collect components.

Simulation & Visualization: Built high-fidelity VR solutions, including the **Oman Road Safety (Qarari)** driving simulator and immersive architectural walkthroughs for real estate developers.

EDUCATION

BACHELOR'S DEGREE, COMPUTER SCIENCE,

2009 – 2013

Faculty of computers & Information Helwan University

SKILLS

Engines (Unity 3D (Expert), Unreal Engine, Lens Studio, Spark AR, Effect House.)

WebXR & Web (React, Snap CameraKit Web SDK, Blippar SDK, HTML/CSS.)

Languages (C#, JavaScript, TypeScript)

Tools & SDK (AR Foundation, MRTK (HoloLens), Kinect SDK, Photon Networking (PUN), Git, OpenCV.)

LANGUAGES

Arabic

Native

English

Full Professional Proficiency

PUBLICATIONS

REMOACT: PORTABLE PROJECTED INTERFACE WITH HAND GESTURE INTERACTION,

<https://thescia.us.com/abstract/10.38/jcssa.2015.738.73>

01/08/2015