

# Muhammad Hashir Mughal

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## Professional Summary

Enthusiastic and results-driven **Unity 3D Developer** with **2 years of experience** in mobile Games development. Skilled in **gameplay programming, optimization, monetization strategies, and cross-platform publishing (iOS, Android, Amazon)**. Proven track record of integrating **ads, analytics, remote configuration, and mediation networks** to maximize engagement and **ROAS**. Adaptable, fast learner, and a strong team player passionate about building fun and scalable games..

## ◆ Technical Skills

Game Engines: Unity 3D

Programming Languages: C#

Game Development: Gameplay mechanics, physics, AI, level design, UI integration

Platforms: iOS, Android, Amazon Appstore (cross-platform builds & promotion)

Monetization & Analytics:

- AdMob integration  
Unity Ads
- MAX Applovin mediation
- Mintegral Ads integration
- Amazon Ads & cross-platform promotion
- Firebase Analytics & Remote Config
- Solar Analytics with SKAdNetwork (iOS)  
ROAS tracking & optimization
- Other mediation networks (IronSource, Chartboost)
- Optimization: Object pooling, async loading, memory profiling, performance tuning
- Other: Shader Graph, Particle Systems, Cinemachine, Animation, UI Optimization

## ◆ Soft Skills

Adaptability & Fast Learning

Teamwork & Collaboration

Problem-Solving & Critical Thinking

Creativity & Innovation

Attention to Detail

Communication Skills

Time Management & Organization, Continuous Improvement & Self-Learning

Analytical & Data-Driven Mindset, Resilience under Pressure

## ♦ EXPERIENCE

### **The Game Object, Garden Town Lahore** – *Junior 3D Unity Game Developer*

Nov 2023 – July 2025

- Developed and published 5+ cross-platform games (iOS, Android, Amazon) with 500K+ downloads.
- Implemented AdMob, MAX Applovin, Amazon Ads, Solar Analytics, Firebase Analytics, Remote Config, and multiple mediation networks (IronSource, Chartboost, Mintegral).
- Optimized ROAS (Return on Ad Spend) campaigns through ad placements, cross-promotion, and A/B testing.
- Improved ad fill rates and ARPU by configuring mediation waterfalls and cross-platform ad promotions.
- Built and optimized Animal Simulation-style mechanics(Malbers), ragdoll physics(Hybrid Hyper-Casual), and AI-driven behaviors, Third Person and First-Person-Mechanics, Vehicle Based Games
- Dynamic Animated UI.
- Collaborated with designers, marketers, and data analysts to ensure monetization strategies aligned with player experience.

### **The Game Object, Garden Town Lahore** – *InternShip AS 3D Unity Developer*

June 2023 – Oct 2023

- Assisted in developing 3D Simulation and Car Racing games with ad-based monetization (Unity Ads & AdMob).
- Updating and Solving Bugs of projects assigned.
- Integrated basic Firebase Analytics for event tracking.
- Gained hands-on experience in cross-platform publishing (iOS & Android).
- Supported senior developers in gameplay features, AI systems, and UI/UX implementations.

## ♦ EDUCATION

### **National College of Business Administration and Economics (NCBAE), Gulberg Lahore** – *Bachelors in Computer Science.*

SEP 2018 – OCT 2024

## Reference

Will be Provided on Demand.