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## **JATIN KESWANI**

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#### **Experience**

#### Byju's, Bangalore (Remote)

Feb 2021 - Present

Game Developer (Intern + Full Time)

- Delivered 64 games. Included responsibilities for developing gameplay elements in Cocos Creator as per the functional specs and collaborated with the design, art, and content team to deliver high-quality gamified products for kids.
- Constructed educational proof of concepts aimed toward students from classes 4th to 12th.
- Prototyped **3D simulations** with respect to predetermined specifications for Aakash classroom and Byju's Virtual Labs.
- Designed and Developed UI animation scripts as part of gameplay modules to amend efficiency.
- Awarded for Ownership and Accountability in the team category.

#### Arioch INC, California (Remote)

Mar 2021 - Jun 2022

Lead Developer (Freelance)

- Designed and developed 8 hyper-casual games. Achieved less than **\$0.45** CPI on Facebook in 4 games and **\$0.12** CPI on TikTok in 2 games; All the results were accomplished on the Android and iOS platforms.
- Synthesized user insights and proposed changes to upgrade different mechanics and UI; Improved conversions by 10%.
- Used **profiler** to optimize the **game performance** for lower-end mobile phones.
- Built custom scripts for Arioch challenge, shop, and in-app purchases which reduced the time for upcoming games by 30%.
- Teamed with other developers and assisted in game mechanics, **AI behaviour** for bots, and integrating various SDKs: Mopub, Applovin Max, Firebase Analytics, Firebase Messaging, One Signal, Tenjin, and AppsFlyer.

#### Stareout Games, Hyderabad (Remote)

Jun 2020 - Feb 2021

Unity Game Developer Intern

- Prototyped 14 games as per the functional specs finalised, out of which 6 were chosen for user testing.
- Worked on ragdoll as part of the physics module. Also added **shaders** and **particle** effects for graphic enhancements.
- Analyzed user data to monitor response and satisfaction rates, using CPI and Retention as performance metrics; Increased the retention by 24% and landing page rate by 50%.

#### **Independent Freelance**

Jan 2020 - Apr 2020

- Developed an online Ludo game. Included a create-room feature for adding upto 4 players/bots.
- Created a hyper-compact game including 4 mini-games: basketball shooter, bike racer, skateboard runner, and pool. All 2D and 3D assets were created in blender and photoshop.

#### Inept Devs/Inept Studio, Delhi

Oct 2018 - Nov 2019

Game Developer

- Innovated 9 hyper-casual games and prototypes; 5 games are available on the ios and android stores. Integrated all games with SDKs for analytics. User testing was done in collaboration with **Voodoo**, **Lion Studios**, and **Crazy Labs**.
- Worked on graphic enhancements of 2 pre-existing games; Reduced CPIs of \$0.9 and \$0.76 to \$0.3.

# Training Crio.Do

### Backend Developer

Feb 2020 - Apr 2020

- Created scripts to run system checks, install and configure file-sharing service. Also, programmed tools to analyze performance and functionality issues in software.
- Added support for multiple stock quote services in the visual stock portfolio analyzer.
- Added editor features to QCharm IDE IO, navigation, search/replace, cut/copy/paste, and redo/undo.

#### **Skills**

- Languages: C#, TypeScript, C/C++
- Platforms: Unity (2D, 3D, URP), Cocos Creator (2D, 3D), Visual Studio Code
- Additional Tools: Blender, Adobe Photoshop, Adobe Illustrator, Git, Xcode

#### **Achievements**

- Successfully contributed on 64 educational games, 30 hyper-casual games and 32 prototypes within a span of 3 years.
- Attained 245k+ downloads on Gorilla Chase on iOS and 260+ downloads on android. Achieved CPI of \$0.11.
- Attained 16k+ downloads on Scared Of Heights and 17k+ organic downloads on Squid Game Challenge on the play store.

#### **Education**

Bachelor of Technology, Computer Science

Aug 2017 - May 2021

B.M. Institute of Engineering and Technology (GGSIPU)

Received first prize in #include programming competition (65 participants)