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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   Feb 2020 - Apr 2020
Backend Developer

- 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/C++, C#, TypeScript, HTML, CSS, JavaScript
- **Platforms:** Unity *(2D, 3D, URP)*, Cocos Creator, Visual Studio
- **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)