



# JAWADLIAQAT

Entrepreneur, Game Maker, Metaverse Strategist, NFT Content Creator / Collector,  
Blockchain & Web3 Developer / Enthusiast.

## PROFILE SUMMARY

**Innovator, entrepreneur** & a **technologist** with 15 years in business leadership. The Experience of starting a company from one room and turning it to one of the leading Digital Agencies of the world(Ranked by Forrester Research) having physical presence in 3 continents while setting market trends for others to follow. Played role in developing systems for all core departments of the company on both macro and micro levels, while working with multiple fortune five hundred clients. Lead the transformation from being just a services based company to a product oriented company developing multiple products primarily **games** and apps having presence on all major stores like **App Store** and **Playstore**. Currently In the process of evolving from a web 2 to **WEB 3** company while developing our first product for the **metaverse** with its **NFT** collection successfully launched & sold most of it on the leading nft market places

## EDUCATION



**Cardiff University / Prifysgol Caerdydd**  
**MBA, Business Administration •**  
**(2006 - 2007)**



**University of the Punjab**  
**Bs (hons), Management •**  
**(2002 - 2006)**



**Sicas**  
**(1990 - 2002)**

## EXPERIENCE

### Metaverse Strategist & Game Creator, Web 3 & the Blockchain Advisor

NFT / METAVERSE (2021 - PRESENT)

- **In** the process of developing our first. product for the metaverse on the P2E model on the. ethereum blockchain. (Zaliban the game)
- **Successfully** launched and sold a major part of our first NFT collection on all major nft market places.
- **Advisor** to 'Waqar Zaka (Leading crypto influencer)' on NFT's Web 3 and Metaverse. Managing his personal NFT portfolio.
- **Delivering** lectures on to a mass audience of over 100 K on the basics of metaverse, NFTs and web3, its implementations and how to generate revenues out of them.
- **An** expert in crypto currencies &. Different Blocchains and their utilities.

### Co Founder / Director

Off-Road Studios (2011 - PRESENT)

- **Was** one of the three founding members of the company and grew it from a startup to a midsize organization with zero investment whatsoever and generated millions of dollars in revenues during this time.
- **Played** a vital role in the strategy development of the company and was part of its evolution from a simple design studio to a full 360 digital agency
- **Primarily** focused on developing systems and defining the hierarchy in order to achieve maximum efficiency, as well as providing clarity and visibility of information throughout as per the requirements of eachand every individual end department of the organisation.
- **Overlooked** the different departments of the company on a macro & micro level as needed giving me a chane to work hands on on different production tools from Adobe and Autodesk for Pepsico , Staples & Nestle to running Social media campaigns dor brands like OPPO , Waar & Zamad Baig along with others.
- **Created** our internal CRM by the name of dashboard to connect all departments of the company to the outside world and added a touch of gamification to it.
- **Identified** & Implemented new lead generation portals such as Guru.com & Peopleperhour for sales which later on gerated over millions of dollars in revenues for the company.
- **Deploying** network securities such as firewalls , data servers, active directory within the organisation and implementing technologies such as Google apps for business Microsoft office and cloud services such Azure & Google cloud..

### Chief Financial Officer

Off-Road Studios (2010 - 2016)

- **Developing** the Finance, Accounts, Administration and Human resource departments of the company from ground zero.
- **Driving** the company's financial planning.
- **Decided** on investment strategies by considering cash and liquidity risks.
- **Ensured** cash flow is appropriate for the organization's operations.
- **Supervise** all finance, HR &. Administrative personnel.
- **Manage** vendor relationshipsManage vendor relationships.
- **Developing** relationships with all major educational institutes of the country to get the best resources to work for us. Interviewed over 1500 plus shortlisted and chosen individuals from the leading institutes of the country and the world.
- **Developed** and implemented payment routes and gateways in order to receive payments from the world to us in the most efficient way.
- **Managed** all Taxation and legal issues of the organization and overlooked and headed half a dozen annual audits of the company under my super vision executed by leading audit firms.
- **Policy** development and implementation throughout the organisation and outside organisation.
- **maintaining** a politics free environment throughout organisation and managing a new concept..

### Chief Technology Officer

Off-Road Studios (2018 - 2021)

- **Initiated** and coordinated the implementation of new data security measures across the company's IT infrastructure.
- **Coordinated** the adoption of theS Agile methodology across all departments.
- **overlooked** the development of VR AR related projects for organizations such as British American Tobacco, with extremely shorty delivery deadlines.
- **Devised** procedures to innovatively backup and access data on the go, keeping in mind the versatility of services we dealt. The main challenge was to devise a solution in order to manage all this data at one place through a single intercarce.

### Chief Technology Officer

Offroad Arcade (2018 - PRESENT)

- Developed a business unit specialising in making games out under the umbrella of Off-Road Studios.
- Produced over a dozen games for both platforms i.e. Android and Apple currently available on their respective stores.
- Ranked Number one on the Superhero Maker keyword on both playstore and appstore for our flags ship games Superhero Maker & Superheromaker 3D with over 2 million downloads collectively on both stores.
- Devise strategies to jump in to multiplayer games and making games for the metaverse. Zaliban being our flagship project for the metaverse.
- Developed a game by the name of PINTAN. Solely Performed all coding C# (unity) in order to have a handson experience of developing a game and



## Endorsements

### Business Development

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### Advertising

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### Business Planning

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### Managerial Finance

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### Strategic Planning

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### Business Strategy

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### Animation

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### Financial Analysis

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### Project Planning

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### New Business Development

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### Budgets

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### Business Analysis

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### Business Process Improvement

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### Forecasting

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### Management

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### IT Operations

SKILL TEST PASSED

### Search Engine Optimization (SEO)

SKILL TEST PASSED

### Photoshop

SKILL TEST PASSED

### Google Analytics

SKILL TEST PASSED

### Wordpress

SKILL TEST PASSED

### Unity

SKILL TEST PASSED

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## GET IN TOUCH



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OFFROADSTUDIOS.ETH

## BRANDS CREATED



**ZALIBAN**  
**THE GAME**  
WWW.ZALIBAN.COM  
OPENSEA.IO/COLLECTION/ZALIBAN



**Off-Road Studios**  
**360 Digital Interactive**  
**Digital Experiential Agency**  
WWW.OFFROADSTUDIOS.COM  
YOUTUBE.COM/OFFROADSTUDIOS  
FACEBOOK.COM/OFFROADSTUDIO  
OPENSEA.IO/OFFROADSTUDIOS  
bit.ly/offroadstudiostribune  
pk.linkedin.com/company/off-road-studios



**ZAMAD BAIG**  
**THE FIRST PAKISTAN IDOL**  
WWW.ZAMADBAIGOFFICIAL.COM  
WWW.FACEBOOK.COM/ZAMADB  
WWW.YOUTUBE.COM/ZAMADBAIG



**Offroad Arcade**  
**A PART OF OFFROAD STUDIOS**  
WWW.OFFROADARCADE.COM  
https://bit.ly/offroadplaystore (playstore)  
https://apple.co/3gqU2sV (Appstore)

## TOOLS & SKILLS



## INTERESTS



Playing Games



Trading, stocks futures and crypto



CARS



WATCHES

## CSR

### AL-NOOR TRUST

Trustees of the trust teaching over 800 students in the remote area of Pakistan