

Shayaan Iqbal

GAME DEVELOPER

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shayaandev.com

Unity Developer and Game Designer with 4 years of experience in the gaming industry. Skilled in AR/VR, playable ads, and creating engaging gameplay. Strong in programming, design, and project management, with a focus on building fun and innovative games.

WORK EXPERIENCE

Software Engineer – Unity Developer (C#)

GenTeam Solutions, Lahore | Jan 2024 – Present

- Working as Gameplay Programmer & Multiplayer Programmer.
- Leading team management and planning for product release and development.
- Training new resources and mentoring juniors.
- Designing and balancing in-game economy systems.
- Multiplayer development and character systems implementation.

Freelance Unity Developer – Playable Ads Specialist

Self-employed (Remote) | Nov 2024 – Present

- Developing interactive Playable Ads for mobile and web platforms, optimized for engagement and conversion.
- Leveraging Unity to create lightweight, scalable, and interactive ad experiences that showcase the client's product effectively.
- Applying expertise in memory management, optimization, and asset bundling to ensure ads run smoothly on low-end and high-end devices.
- Collaborating with clients to design ads that balance creative gameplay elements with performance requirements, ensuring a seamless user experience.
- Integrating UI/UX design, character interactions, animations, and visual effects into ads to maximize impact and retention.
- Delivering end-to-end solutions, from concept to deployment, including troubleshooting, platform compatibility testing, and performance profiling.
- Created documentation and set up processes for new tools and technologies.
- Conducted R&D for new Unity features and tools.
- Provided technical support and troubleshooting for project-related issues.

Software Engineer – Unity Developer (C#)

GenTeam Solutions, Lahore | Jun 2022 – Dec 2023

- Contributed as a Gameplay Programmer on multiple action, simulation, and casual projects.
- Delivered feasible, optimized, and scalable code structures using C# and Unity for core gameplay systems.
- Actively participated in project planning and design discussions with Game Designers to ensure smooth feature implementation.
- Designed and integrated game economies, combat mechanics, AI systems, and character controllers tailored to each project's needs.

- Created editor tools and automation scripts in Unity to streamline workflows and speed up development.
- Implemented profiling, performance optimization, and memory management strategies to improve runtime efficiency.
- Supported cross-disciplinary collaboration by guiding the art team in creating optimized models, VFX, and animations.
- Conducted R&D on Unity tools and technologies, including addressable assets, asset bundles, and animation systems, to keep projects up to date with the latest practices.
- Documented processes, trained team members, and provided troubleshooting support across the production pipeline.

Associate Software Engineer – Unity Developer (C#)

GenTeam Solutions, Lahore | Jul 2021 – Jun 2022

- Worked as a Gameplay Programmer on a variety of genres including action, third-person, first-person, and simulation games.
- Developed core gameplay mechanics, physics-based character controllers, animation systems, and AI behaviors.
- Implemented vector math, physics interactions, and Unity's animation state machine behaviors to create fluid and responsive gameplay experiences.
- Assisted in setting up scalable project structures, performance optimization, and code refactoring for long-term project sustainability.
- Gained hands-on experience with cutscene creation, particles system scripting, and VFX & SFX implementation for immersive player experiences.

Unity Developer (C#)

Mach Square Games, Lahore | Feb 2021 – Jul 2021

- Started career as a Unity Programmer, working on mobile games across Android and iOS platforms.
- Contributed to simulation, action, racing, and 2D projects, building gameplay systems, scalable architectures, and refactoring existing codebases.
- Resolved critical release problems and bugs, ensuring smooth delivery to app stores.
- Applied strong knowledge of OOP, C#, Unity editor scripting, and asset management to improve development efficiency.
- Collaborated with designers to implement user-friendly mechanics, optimized controllers, and engaging levels.

EDUCATION

Bachelor's Degree in Computer Science | 2017 – 2021

Information Technology University, Lahore

LANGUAGES

English – Fluent

Urdu - Native