Shayaan Iqbal
GAME DEVELOPER

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Unity Developer and Game Designer with 5 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

GenITeam Solutions, Lahore | July 2021 – Oct 2025

Senior Software Engineer − Unity Developer (C#)
- 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.

Software Engineer − Unity Developer (C#)

- 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#)

- 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.

Playable Ads Specialist

Self-employed (Freelance) | 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.

VR Developer (OpenXR)

Self-employed (Freelance) | Jan 2025 – Present

- Unity Certified VR Specialist with completed beginner and advanced Creative VR courses.
- Hands-on experience in VR development and deployment using Unity (Oculus, HTC Vive, Meta Quest).
- Freelance projects delivering interactive VR applications, including environment design, optimization, and immersive user interactions.
- Strong technical skills in C#, VR SDKs (OpenXR, XR Interaction Toolkit), performance profiling, and VR UI/UX best practices.

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