SHAHZEB ASIF

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SUMMARY

Experienced Senior Software Engineer with 5+ years in Unity development, specializing in 2D/3D game development, immersive AR/VR experiences, and creating engaging playable ads. Expertise in Snapchat AR development, team leadership, and optimizing game performance. Proven success in mentoring junior engineers and delivering innovative gaming and AR solutions with a focus on user engagement and performance.

EXPERIENCE

MINDWAVEX, LAHORE — May 2025 - Present

[Senior Software Engineer (AR/VR)]

I specialize in developing immersive AR/VR experiences at MindWaveX, leading innovative projects across gaming, education, real estate, and healthcare.

Collaborating with cross-functional teams, I deliver high-quality games, mobile applications, and AI-powered solutions that are scalable, user-centric, and performance-driven. Passionate about technology and creativity, I help turn bold digital ideas into impactful, future-ready products.

DEVCREW I/O, LAHORE — Apr 2023 - Mar 2025

[Senior Software Engineer (AR/VR)]

As a Senior Software Engineer at **DEVCREW.IO**, I specialized in Unity development, creating interactive 2D/3D experiences, playable ads with the Luna SDK, and immersive AR content using the LightShip SDK. I excelled in Snapchat AR development, crafting Filters in Lens Studio with JavaScript-based machine learning templates. Additionally, I developed sync frameworks for multiplayer AR experiences, ensuring smooth interactions. My work focused on delivering innovative, high-quality AR experiences with a track record of successful projects.

Koala Klimb - Climb, Dodge, and Conquer!

Led the development of *Koala Klimb*, an arcade game built with Unity, available on iOS and Android. Integrated analytics and monetization features to optimize user experience and engagement.

- Ensured seamless cross-platform performance across iOS and Android.
- Implemented analytics (AppFlyer, Mixpanel) and remote configurations to adjust game difficulty.
- Integrated Unity Ads for monetization.

Technologies: Unity, iOS, Android, AppFlyer, Mixpanel, Unity Ads
Link: Koala Klimb on the App Store

Oasis Summer 2024

Led the development of *Oasis Summer 2024*, a gamified AR lens inspired by Fruit Ninja, where players use the real world as their interactive space to cut virtual fruits within a 30-second window.

- Integrated game mechanics into Snapchat's Lens Studio, optimizing performance for smooth user interaction across devices.
- Overcame challenges in combining real-world interactions with AR elements, seamless exp.

Technologies: Snapchat Lens Studio, AR Development, Gesture Recognition, Real-world Interaction
Link: Oasis Summer 2024

Myntra - Shoe Try-On AR Filter

Developed a realistic AR Try-On filter for Myntra, enabling users to virtually try on various shoe models using their mobile camera via Snapchat Lens Studio.

- Implemented precise **foot tracking and 3D model anchoring** to simulate real-world shoe fitting.
- Collaborated closely with designers to ensure brand consistency and accurate 3D modeling of footwear.
- Overcome challenges in real-time alignment and lighting optimization to enhance visual realism and user satisfaction.

Technologies: Snapchat Lens Studio, SnapAR, 3D Modeling, Foot Tracking, AR Optimization
Link: Myntra Shoe Try-On Filter on Snapchat

Pac-Man Maze Lens

Led the development of *Pac-Man Maze Lens*, an AR experience on Snapchat that brings the classic Pac-Man game to life in a 3D maze overlaid on real-world environments. Users navigate the maze using head movements, blending retro gaming with cutting-edge augmented reality technology.

- Spearheaded the development and implementation of the AR experience within Snapchat's Lens Studio.
- Addressed challenges in combining 2D game mechanics with 3D AR environments, ensuring smooth user interactions through head movement across devices.

Technologies: Snapchat Lens Studio, JavaScript, AR Development
Link: Pac-Man Maze Lens on Snapchat

Tesco - The Gingerbread AR Experience

Designed and developed an immersive Snapchat Lens for *Tesco's Christmas campaign*, bringing the festive spirit to life through interactive AR engagement.

- Created a playful experience where users start by munching on a gingerbread man in a fun challenge, earning festive accessories with each bite.
- Implemented advanced AR transitions to seamlessly switch between gameplay and an enchanting Christmas wonderland.

- Enhanced user immersion with a cozy gingerbread village featuring twinkling lights, snowy charm, and interactive elements.

Technologies: Snapchat Lens Studio, Unity, AR Development, Gesture Recognition, Real-world Interaction
Link: Tesco - The Gingerbread

FUNFITS (PVT) LTD, LAHORE — Jan 2023 - Mar 2023

[Senior Software Engineer and Team Lead]

I specialize in game development with a strong focus on mentoring junior developers, fostering creative ideation, and facilitating team growth. I have conducted in-depth market research, optimized game performance, and enhanced graphics to deliver high-quality products. By collaborating closely with developers and designers, I have successfully blended creativity with technical excellence, resulting in innovative and engaging game designs. I have also provided leadership and guidance, ensuring that best practices are followed while nurturing the technical and creative skills of my team. My ability to bridge the gap between technical requirements and creative vision has consistently led to the development of visually stunning and highly functional games.

Dots Connect Color Puzzle Game

Designed and developed **Dots Connect Color Puzzle Game**, a strategic and visually engaging puzzle game where players connect dots of the same color on a grid without overlapping paths.

- Implemented progressively challenging levels and diverse game modes to enhance user retention and replayability.
- Integrated features like **daily rewards**, **unique level challenges**, **background music**, and **immersive user interface design** to elevate the gameplay experience..
- Overcame technical challenges in path detection, level progression logic, and user input accuracy to ensure fluid and responsive controls.
- Collaborated closely with designers to ensure the game's visuals and UX were accessible and enjoyable for players of all ages.

Technologies: Unity, C#, Android Studio, Google Play Services, Firebase, Game Analytics
Link: Dots Connect Color Puzzle Game

City Construction Truck Sim 3D

Led the development of **Construction Excavator JCB Simulator Game**, a hyper-realistic simulation set in harsh snowy environments, offering players the experience of operating heavy-duty machinery like excavators and bulldozers.

- Built immersive missions across diverse environments including snow-covered terrain and tropical zones to simulate real-world construction challenges.
- Integrated realistic physics-based vehicle controls and interactive environment mechanics for a more authentic gameplay experience.
- Focused on delivering smooth performance and visual fidelity through optimized asset loading and environment rendering.
- Added key features such as **open world gameplay**, **offline mode**, **mission-based challenges**, and **high-quality sound effects** to enhance user immersion.
- Implemented a dynamic weather system and terrain deformation to increase realism and gameplay depth.

- Contributed to improved player retention by designing a progressive mission structure with unlockable heavy machinery.

Technologies: Unity, C#, Android Studio, Google Play Services, Firebase, Game Analytics
Link: City Construction Truck Sim 3D

GAME STORM STUDIOS, LAHORE Jan 2021 - Dec 2022

[Senior Software Engineer]

I led a team of engineers, providing strategic direction and mentoring junior members, while fostering team cohesion. As part of the Mobile Game Development team, I specialized in C# with Unity to create high-quality mobile games for Android and iOS. I focused on optimizing performance across devices and integrating monetization strategies using SDKs like AdMob and ConsoliAds, enhancing revenue without affecting user experience. Additionally, I applied performance optimization techniques (Unity Profiler, culling, baking, scriptable objects) to ensure smooth gameplay and improve user retention.

US Police Dog: City Crime Chase

Developed *US Police Dog: City Crime Chase*, an action-packed game where players control a police dog to chase criminals and solve crimes in a bustling city.

- Spearheaded game design and development, ensuring smooth gameplay mechanics, realistic animations, and dynamic mission structures.
- Overcame challenges in creating realistic AI behavior, optimizing performance across devices, and designing engaging crime scenarios.
- Delivered an immersive, high-quality game praised for exciting missions, realistic environments, and engaging gameplay.

Technologies: Unity, C#, Android Studio, Google Play Services, Firebase, Game Analytics
Link: US Police Dog: City Crime Chase - The Game Storm Studios

Police Dog Robot Car Games

Led the development of **Police Dog Robot Car Games**, a futuristic multi-mode action game where players control a robot that transforms into a dog, car, and flying jet to combat evil robots

- Implemented four game modes: **Open World, Survival, Mech War, and The Untold**, offering diverse gameplay experiences.
- Integrated smooth control systems, advanced transformation mechanics, and real-time combat with AI enemies.
- Overcame challenges in multi-form transformations, performance optimization, and dynamic mission handling to deliver a high-impact robot transformation experience.

Technologies: Unity, C#, Android Studio, Google Play Services, Firebase, Game Analytics
Link: Police Dog Robot Car Games – The Game Storm Studios

City Bus Simulator

Developed *City Bus Simulator*, a game where players drive and manage a city bus, navigating traffic, picking up passengers, and following realistic routes.

- Led design and development, focusing on realistic route management, traffic simulation, and smooth user experiences.
- Overcame challenges in traffic AI, accurate route navigation, and optimizing performance across multiple devices.
- Delivered a highly immersive and engaging game praised for its realistic bus-driving experience, detailed environments, and operational challenges.
- Ensured smooth gameplay across devices by optimizing performance and fine-tuning game mechanics for diverse hardware.
- Enhanced user experience with intuitive controls and a variety of dynamic, real-world bus routes.

Technologies: Unity, C#, Android Studio, Google Play Services, Firebase, Game Analytics
Link: City Bus Simulator - The Game Storm Studios

BLOOMBIG STUDIO, LAHORE — Jan 2020 - Jan 2021

[Associate Software Engineer]

I started my career at BloomBig Studio, working on both **client-based** and **product-based** Unity projects. Gained hands-on experience in game mechanics, UI implementation, and cross-functional collaboration while contributing to various mobile game titles. This role laid a solid foundation in Unity development and helped me build essential skills in game logic, performance optimization, and team-driven production.

SKILLS

- **Ad Mediation**: AdMob, Applovin, ConsoliAds Mediation, Audience Network, Luna Playable Ads SDK
- **Mobile Development**: iOS (Xcode), Android (Android Studio), Unity Development, Game Development
- **Programming Languages**: C, C#, C++, Java, JavaScript, HTML, CSS
- **AR/VR**: Lens Studio, SnapAR, SnapChat,Spark AR
- **Software Development**: Software Development Life Cycle (SDLC), Agile
- **Databases**: SQLite, MySQL
- **Version Control**: GitLab,GitHub
- **Project Management Tools**: Trello, Nifty
- **IDEs**: Xcode, Android Studio, Visual Studio, Visual Studio Code

EDUCATION

THE UNIVERSITY OF LAHORE (UOL), LAHORE — 2015-2019
[Bachelor of Science in Computer Science]

THE PUNJAB GROUP OF COLLEGES, LAHORE — 2013-2015
[Intermediate in Computer Science]

THE EDUCATORS, LAHORE — 2011-2013
[Matric]