

SARFRAZ

Senior Unity 3D Developer |
VR/AR/MR Developer |
Game & App Developer |
Technical Lead

CONTACT

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EDUCATION

BS Computer Science
Punjab University College
Of Information Technology
(PUCIT), 2014 - 2018

SKILLS

- Game Development
- XR Development (VR/AR/MR)
- Mobile App Development
- Web Development
- CMS & E-Commerce
- Analytics & Monetization
- Tooling & Automation (Python)
- Dev Tools & Platforms

PROFILE

Seasoned Unity 3D Developer with over 8 years of experience architecting and building complex, high-performance games and simulations for mobile, desktop, and XR platforms. As CEO and Lead Developer at MACH SQUARE GAMES, I have led a multi-disciplinary team in delivering 250+ games, VR training simulations, and interactive experiences. I specialize in gameplay architecture, XR interaction design, performance optimization, and scalable asset pipeline creation.

Leadership Experience

- Leading a team of Unity, design, and backend developers across multiple projects
- Code review, architectural planning, mentoring junior devs, and integrating analytics
- Managing full project lifecycles: concept -> prototype -> release -> ASO -> monetization

Skills & Core Competencies

Game Development

- Unity 3D (9+ years), C# (Advanced), ScriptableObjects, Addressables
- Gameplay architecture, modular systems, character controllers, custom physics
- AI: NPC behaviors, vehicle AI, state machines, combat logic
- Level design tools, animation rigging, inverse kinematics (IK)

XR Development (VR/AR/MR)

- Meta Quest (2/3), HTC Vive, Oculus Rift
- XR Interaction Toolkit, MRTK3, Hand Tracking, Passthrough APIs
- Scene setup, spatial UI/UX, anchor systems, gesture input

XR Development (VR/AR/MR)

- Flutter (multi-platform apps with Firebase and REST APIs)
- Push notifications, real-time messaging, authentication flows
- Clean architecture (Provider, Riverpod)

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Skills & Core Competencies

Web Development

- MERN Stack: MongoDB, Express, React.js, Node.js
- Next.js: SSR, static export, API routes, routing
- REST API integration, JWT auth, state management

CMS & E-Commerce

- WordPress (Elementor, WooCommerce), Shopify
- Custom themes, plugin integration, performance optimization

Analytics & Monetization

- GameAnalytics, Firebase Analytics, ByteBrew
- Ads SDKs: AdMob, Unity Ads, Max (AppLovin), Pangle, IronSource, Chartboost
- In-App Purchases (Android & iOS), reward systems

Tooling & Automation (Python)

- Unity project optimizer, ETC2 image resizer
- Play Store & App Store translation + upload automation
- Security tools: employee screen trackers, time loggers

Dev Tools & Platforms

- Git, Blender (3D asset support), Figma, Adobe XD
- Platforms: Android, iOS, WebGL, Windows, Meta Quest