

Zeeshah Butt

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PROFESSIONAL SUMMARY

Performance-driven Game Developer with over 3 years of experience, specializing in mobile game architecture, system design, and optimization. Proven track record of shipping titles from concept to LiveOps, including full lifecycle management of *Bloom Sort*. Expert in C#, Unity (Addressables), and SOLID principles, with a strong focus on reducing ANRs/LMKs and optimizing draw calls. Experienced in backend integration (Nakama/Firebase) and mentoring junior developers.

TECHNICAL SKILLS

- **Core:** C#, Unity 3D/2D, Data Structures, OOP, SOLID Principles, Design Patterns (Singleton, Factory, State Machine).
- **Unity Ecosystem:** Addressables, New Input System, UGUI, Scriptable Objects, Profiler, Frame Debugger.
- **Backend & Analytics:** Nakama, Firebase (Auth/Analytics), GameAnalytics, Remote Config.
- **Tools & DevOps:** Git, GitHub, Jenkins (CI/CD), Asana, Jira.
- **Platforms:** Android, iOS.

PROFESSIONAL EXPERIENCE

Imagination AI | Game Developer December 2024 – Present

- **Architecture & Design:** Engineered a robust, **State Machine-driven architecture** heavily utilizing Scriptable Objects and SOLID principles to ensure modularity and scalability for FPS titles.
- **Ads System Engineering:** Designed and implemented a custom **In-House Ads Network Framework**. Built an interface-based system controlled by remote-configurable JSON variables, allowing dynamic runtime adjustments of ad logic without client updates.
- **Optimization & Performance:** Successfully reduced **ANR (Application Not Responding) rates and LMKs (Low Memory Kills) by 30%**. Implemented UI Atlasing to significantly reduce draw calls and optimized memory usage for low-end devices.
- **Monetization:** Developed full economy systems, including a Weapon Store and an IAP-driven Coin Store using Unity IAP.

KEY PROJECTS

- **FPS Commando Shooting Games:** Current flagship project focused on high-performance FPS mechanics and custom ad mediation. [\[Link\]](#)
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Mindstorm Studios | August 2022 – December 2024

Associate Game Developer (Aug 2022 – Dec 2023)

- **Backend Integration:** Integrated **Nakama** middleware for *Match Ball 3D*, implementing cloud-based player progression saves and real-time in-game chat.
- **System Optimization:** Refactored the Chat Module and optimized UI rendering, resulting in smoother scrolling and reduced garbage collection spikes.
- **Hybrid-Casual Development:** Developed core gameplay for a hex-grid Match-3 puzzle game during the probation period, demonstrating rapid prototyping capabilities.

Game Developer (Dec 2023 – Dec 2024)

- **Full Product Lifecycle:** Led the development of **Bloom Sort** from core mechanics to global launch. Managed the entire pipeline including gameplay programming, UI implementation, and LiveOps integration.
 - **Visual Innovation:** Engineered a visual illusion system merging 2D UI with 3D objects for the "SpinWheel" module (Butterfly effect), enhancing user immersion.
 - **Mentorship:** Mentored an Associate Game Developer, conducting code reviews and guiding them through the development of **Reckless Rick** (an *Archer*-style prototype), **Seek City** and **Roll Em All**.
 - **Store Implementation:** Built comprehensive store modules for multiple titles, ensuring secure transaction handling and seamless user experience.
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KEY PROJECTS

- **Bloom Sort:** Delivered full cycle development, integrating LiveOps, Analytics, and complex 2D/3D visual merging. [\[Link\]](#)
- **Match Ball 3D:** Spearheaded the integration of Nakama for robust backend features and chat optimization. [\[Link\]](#)

PROTOTYPES

- **Reckless Rick:** [\[Link\]](#)
 - **Roll Em All:** [\[Link\]](#)
 - **Seek City:** [\[Link\]](#)
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EDUCATION

Bachelor of Science in Computer Science National University of Computer & Emerging Sciences, Lahore, Pakistan | *2018-2022*