Magithar Sridhar

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PROFESSIONAL SUMMARY

AI XR Consultant and Unity specialist with 7+ years delivering real-time 3D, VR, and mixed reality applications across mobile, WebGL, and spatial computing platforms. Sole PM and developer on a production Meta Quest 3 mixed reality retail app for a named client, shipped end-to-end at 90 FPS. Hands-on AI integration experience across multi-model inference pipelines, telemetry analytics, and LiveOps systems. Bridges XR and AI strategy with working product delivery, closing the gap between recommendation and shipped solution.

PROFESSIONAL EXPERIENCE

AI XR Consultant · Self-employed

2025 - Present · Chennai

- Delivered Sangeetha Mobiles mixed reality retail app as sole consultant, PM, and Unity developer. Scoped OKRs, architected a full commercial feature set, and shipped to Meta Quest 3 at 90 FPS on schedule. Designed QR-to-3D placement pipeline, Socket.IO device pairing, JWT auth, LRU model cache, and circuit-breaker API layer for unattended retail deployment.
- Led product discovery and technical architecture for a second client engagement — a social multiplayer card game platform; authored PRD, UX flows, development roadmap and secured client approval.

Game Product Manager · Zethic Technologies LLP

2023 - 2025 · Bangalore

- Owned product strategy and end-to-end roadmap for Unity game titles. Managed backlog, wrote user stories and acceptance criteria, ran sprint planning and aligned stakeholders across engineering, art, and QA; documentation improvements cut turnaround time by 20%.
- Ran A/B experiments across gameplay balance, monetisation, and live-ops touchpoints; instrumented Firebase/Mixpanel telemetry pipelines and defined KPIs including D7 retention and ARPU; used RICE scoring to prioritise roadmap based on findings.
- Managed a cross-functional team of 15 (developers, art, QA) and presented roadmap OKRs to studio leadership in monthly business reviews.
- Mentored junior developers on Unity architecture and performance practices; drove retrospectives and continuous delivery improvements.

Senior Level Designer · Zethic Technologies LLP

2022 - 2023 · Bangalore

- Led cross-functional teams (engineering, art, QA) through sprint cycles; scripted level production automation saving 100 development hours annually.
- Designed and ran structured playtesting sessions to surface friction points; developed Level Design Documents as shared acceptance criteria between design and engineering.
- Used Unity HDRP render pipeline for advanced visual targets; applied post-processing and VFX particle systems to meet art direction goals.

Level Designer · EDIIIE

2021 - 2022 · Gurugram

- Built Unity game levels from concept through playtesting and iterated on designs based on player feedback to improve engagement and session quality.
- Prototyped and scripted interactive elements; conducted QA testing and bug triage to reduce player-facing issues.

Game Designer / Environment Artist · Novac Technology Solutions *2019 - 2021 · Chennai*

- Led VR experience development in Unity and designed level layouts optimised for spatial navigation, maintaining 60+ FPS on VR hardware using Oculus SDK.
- Built modular 3D asset libraries in Maya and Substance Painter. Managed CAD-to-game asset pipelines across design and engineering.

3D Artist · Self-employed *2018 - 2019 · Chennai*

- Delivered optimised 3D assets (modelling, UV mapping, texturing, rigging) for Unity and Unreal Engine indie projects.
- Specialised in VR asset optimisation: poly budgets, LOD creation, and draw-call efficiency for real-time rendering.

SKILLS

XR and Spatial Computing: Meta Quest 2 / 3 / Pro, Meta XR SDK, Oculus SDK, Mixed Reality, Virtual Reality, Unity XR Toolkit, Spatial UI/UX, Pose Estimation, QR Anchoring, Adaptive Quality Systems, Addressables, glTFast

Unity: URP, HDRP, C#, State Machines, DI Containers, Event Bus Architecture, Command Pattern, Particle Systems, VFX Graph, WebGL, Android/iOS Build, CI/CD via GitHub Actions

AI Integration: Multi-model Inference Pipelines, Gemini, Groq, Tavily, FastAPI, Telemetry Analytics, Behavioural Segmentation, Anomaly Detection, LiveOps Recommendation Systems

Backend and Real-Time: NestJS, PostgreSQL, Redis, Socket.IO V4, JWT Authentication, REST APIs, WebSocket, Docker, Circuit Breaker Pattern

3D and Art: Autodesk Maya, Adobe Substance Painter, Marmoset Toolbag 4, UV Mapping, PBR Materials, glTF/GLB Pipelines

Product and Consulting: Product Discovery, PRD Writing, Roadmapping, OKRs, Agile/Scrum, RICE Prioritisation, Go-to-Market Planning, Stakeholder Management

PROJECTS

Sangeetha Mobiles Mixed Reality App | Client Project | Meta Quest 3, Unity URP | 2025 - 2026

Retail visualisation app for Sangeetha Mobiles

- Sole consultant and developer for a production MR retail application, shipping a full commercial feature set (product browser, 3D comparison, video playback, admin demo management, sort/filter from API facets) at 90 FPS on Meta Quest 3 and 72 FPS on Quest 2.
- Architected multi-layered system: DI container, Command Pattern pipeline (LoadModel to CreateAnchor to AttachModel), LRU model cache (512 MB, memory-pressure eviction), AppStateMachine (Idle to Scanning to Placing), and offline-first catalog disk cache for instant UI on re-paired restart.
- Engineered OTP/JWT auth (1h access / 7d refresh with 5-minute pre-expiry auto-refresh), Socket.IO V4 device pairing, and Adaptive Quality system across 4 levels driven by real-time performance monitoring.

socketio-unity | Open Source | C#, Unity, WebGL, Node.js | 2025 - 2026

github.com/Magithar/socketio-unity · 16 GitHub stars · 285 commits · 15 releases

- Clean-room Socket.IO v4 Unity client built from protocol specification. Fills a gap in Unity open-source tooling for WebGL multiplayer, binary payloads, and namespace multiplexing across 7 platforms.
- Tick-driven architecture (no background threads), zero-GC hot paths, exponential backoff with jitter, 38+ protocol edge-case tests with CI on every commit, and 5 sample projects including Mirror integration for hybrid matchmaking.

Ace Kuber | Client Project | Unity, Android / iOS | 2025

Multiplayer Andar Bahar platform with club ecosystem and diamond economy

- Owned full product definition from discovery to client approval. Designed game mechanics, betting flow, monetisation architecture and delivered a complete product specification package.
- Architected dual-currency economy (Diamonds + Chips), tiered VIP subscriptions, 5% customisable rake and rewarded ad placements.

retain-ai | IBM Bob Hackathon 2026 | TypeScript, Next.js, Vercel | 2026

https://retain-ai-lilac.vercel.app/upload · Telemetry analytics platform for game studios

- Browser-based telemetry analytics platform for indie game studios — O(n) header scanner auto-detects 8 telemetry categories from raw gameplay CSVs, computes 20+ nullable metrics with graceful degradation and delivers retention, monetisation, and LiveOps dashboards with zero manual configuration.
- Friction scoring (composite 0-100 scale), anomaly detection via standard deviation, and 6 player behavioural archetypes via threshold-based pattern matching; LiveOps recommendation engine maps telemetry signals to event strategies using 25+ PM heuristics.
- Designed for IBM Granite LLM integration in Phase 2 and the current intelligence layer is heuristic-driven.

Nutri-bot | Swiggy Builders Club Submission | Python, FastAPI, Telegram Bot API | 2026

t.me/Magi_nutribot · Swiggy Instamart nutrition analyser — Telegram bot + Mini App

- Identified gap in Indian grocery apps no nutrition transparency at point of purchase. Defined product requirements, shipped a live Telegram bot + Mini App returning India-tuned Nutri-Score (A-E), NOVA group, macro warnings, and healthier alternatives within the Swiggy Instamart flow.
- Engineered India-specific Nutri-Score formula with custom sodium, trans fat thresholds and 3-tier data pipeline with Redis caching across 5 TTL strategies for consistent response times.

EDUCATION

Diploma in Game Development — *VFX Media and Designs, Chennai · 2015 - 2017*

B.E. in Electronics & Communications — *Sriram Engineering College, Chennai · 2010 - 2014*