MOEEZO SALEEM

Creative Technologist

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Ann Arbor, MI

PROFESSIONAL EXPERIENCE

Mar 2020 to Present

Senior XR Software Developer: University of Michigan, Ann Arbor, USA
XR Software Developer (from Mar 2020 - Dec 2022, promoted in Jan 2023)

- Develop/test/maintain educational Extended Reality (XR) experiences/ educational games for the university's residential classes following an iterative app development process including ideation, design, prototyping, development, testing and distribution.
- Design, develop and maintain supporting software and infrastructure for the XR applications such as student authentication and data tracking platform
- Lead UI/UX development for VR educational games, supervising 20+ student designers and developers over 5 years in iterative design and implementation, providing guidance on design implementation, Unreal Engine workflows, and best practices for interactive experience development
- Published two interactive VR educational experiences on Meta Horizon Store, managing full development lifecycle from concept to publishing
- Architect and develop game systems using Unreal Engine framework including player controllers, pawns, game modes, game states, and gameplay mechanics following industry-standard game development principles
- Create UI/UX systems using Unreal Motion Graphics (UMG) and Blueprints, implementing responsive interfaces optimized for VR platforms
- Served as Unreal Engine technical instructor, training student developers in game engine workflows as part of Epic Games Mega Grants program
- Create educational immersive video content for online learning using realtime 3D rendering engine (UE5) and virtual production technologies
- Technologies: Unreal Engine, Unity, WebXR, HTML, CSS, Javascript, Aframe, Swift, Reality Composer Pro, C++, C#, Maya, Blender, Adobe Creative Cloud, Miro, Figma, Perforce Helix

Feb 2019 to Aug 2019

Graduate Assistant: New York University, New York, USA

- Led UX design and implementation of Integrated Digital Media department website
- Tutored undergraduate students in coursework related to web development

May 2016 to Jul 2018

Web Development Consultant: Lahore University of Management Sciences
Webmaster: Lahore University of Management Sciences, Lahore, Pakistan

- Designed and developed 25+ interactive university websites with focus on user experience, responsive design, and engagement
- Led UI/UX design and implementation for web applications serving 10,000+ users
- Technologies: Drupal Content Management System, Adobe Photoshop and Illustrator, HTML5, CSS3, Javascript, bootstrap, jQuery, PHP, MySQL, Google Analytics

Oct 2015 to May 2016

Software Engineer: Emblem Technologies, Lahore, Pakistan

- Developed and shipped cross-platform mobile game 'Joe the Zombie' to Apple App Store and Google Play Store with 100+ levels featuring unique gameplay
- Responsible for complete software development lifecycle including game design documentation, implementation, and testing
- Designed and implemented game UI systems and player interactions for iOS and mobile platforms
- Technologies: Xcode, C++, Objective-C, cocos2d-x, JIRA

RESEARCH & PROJECTS

2019 "**Science-ish: An Educational VR Experience for Engaging Middle School Students of Color in Science Higher Education**" (MS Thesis Project)
Developed an educational VR game featuring interactive gameplay, character interactions, and UI systems built with Unreal Engine 4 and UMG. Employed game design principles for engagement and learning outcomes.

2019 "**Life.**" (Narrative VR Group Project)
An interactive multi-level Virtual Reality (VR) game that provides a satirical view of life. Developed in Unreal Engine (UE4) using Blueprints.

2021 **"Getting under the Skin"** (VR app for Go and Quest- Published title)
Published interactive VR educational game, featuring chemotherapy simulation, on Meta Horizon Store. Implemented game systems, UI using UMG and Blueprints, and player interactions for educational gameplay in UE4.

2025 **"Piano Lab Pro"** (Mixed Reality app for Apple Vision Pro- In Development)
Lead developer for immersive MR educational game featuring real-time performance mechanics and stress simulation gameplay. Architecting spatial UI systems following Apple's visionOS guidelines, creating intuitive 3D interfaces that enhance player engagement in mixed reality environments.

ABOUT ME

Developer with 10 years of professional experience, including 8+ years specializing in UI/UX design for interactive experiences using Unreal Engine. Published titles on the Meta Horizon Store. Expert in UMG, Blueprints, and real-time 3D development with Unreal Engine.

SKILLS

- Game Development: 8+ years developing interactive experiences using Unreal Engine (UMG, Blueprints, game architecture), Unity 3D, p5.js, C++, C#. Published titles on Meta Horizon Store, Apple App Store, and Google Play Store
- UI/UX Design & Implementation: Unreal Motion Graphics (UMG), Blueprints visual scripting, Figma, Adobe XD, Sketch, InVision Studio. Experienced in game UI patterns and responsive design across VR, mobile, and PC platforms
- Familiar with UEFN (Unreal Editor for Fortnite) and Verse scripting through Epic Games Mega Grants partnership and professional development (Attended Unreal Fest 2023 and 2024)
- Technical Leadership: Led UI/UX teams of 20+ designers/developers, mentored students in Unreal Engine workflows as Epic Games educational partner
- Software development with C++, Objective-C, C#, Swift, Java and MATLAB
- Cloud based backend development using AWS
- Experience with video production and virtual production using tools such as Adobe Premier Pro, After Effects, Unreal Engine VP Tools, Disguise
- Git and Perforce Helix version control systems
- Fluent in English, Urdu, Punjabi and conversational Hindi

EDUCATION

New York University, Tandon School of Engineering,
New York, NY, December 2019
Master of Science, Integrated Digital Media

Lahore University of Management Sciences,
Lahore, Pakistan, June 2014
Bachelor of Science, Computer Science

University of Texas at Austin, Austin, TX
Aug 2010 - Dec 2010 (Transferred out)

Relevant Coursework:
Graduate: Creative Coding; Interaction Design; User Experience Design; Narrative VR; Ideation & Prototyping
Undergraduate: Computer Graphics; Software Engineering; Artificial Intelligence