Eliya Selhub

www.eliya.net • eliya@eliya.net • 415-254-5071

SUMMARY

An adaptable game developer and front-end web specialist with a long track record of mastering emerging technologies, from Director and Flash to HTML5 and Unity. Skilled in game development, web/UI design, and creating interactive experiences for major brands. Extensive experience developing educational games, including for young children, and responsive front-end web/UI development. As a freelancer and business owner, I've delivered creative projects blending technology, design, and storytelling.

TECHNICAL SKILLS

- HTML5, CSS3, JavaScript, TypeScript, C#, C++
- Unity (2D/3D Game Development)
- Front-End Web Development (Responsive UI/UX)
- Adobe Creative Suite (Animation, Illustration, Design)
- WebGL, Three.js
- Version Control (Git)

WORK EXPERIENCE

Senior Game Engineer - Enthusiast Gaming   *2023-2024*

Led mobile UI development and implemented in-app purchase systems for multiplayer games, including *diep.io*. Used a responsive, mobile-first design with CSS, HTML5, Node, and React to ensure cross-device performance. Integrated ad networks, purchasing systems, and deployed to Android/iOS.

Unity Engineer - Kinoo   *2022*

Developed a real-time collaborative drawing activity for a video conferencing app connecting elderly people with their grandchildren. Users took selfies and created body drawings, which were animated in playful dance sequences. Built in Unity with Photon to support real-time interaction.

Technical Director, Senior Game Engineer - TreSensa   *2015-2021*

Led HTML5 playable ad development for brands like Pepsi, Hollister, Rovio, and Budweiser. Delivered highly engaging advergames with exceptional conversion rates. Collaborated with brand managers to align projects with KPIs and facilitated communication across stakeholders to ensure smooth execution.

Technical Producer - Nickelodeon/MTV Networks   *2010-2013*

Managed the in-game purchasing API for *shockwave.com* and *addictinggames.com*. Developed mobile games for the AddictingGames app, which reached #1 on the App Store, including *Moto Rush*, with millions of plays.

Founder & Creative Director - Garbanzo Game Studios   *2008-2010*

Founded and led a boutique game development studio, creating custom games for clients, including Random House Kids for the *Junie B. Jones* series. Managed all aspects of business, from client relations to game design, delivering tailored, high-quality interactive solutions.

Senior Interactive Developer - Kadium   *2005-2006*

Developed marketing and entertainment-focused Flash micro-sites and rich media advertisements for a web marketing firm. Led the technical development of highly interactive campaigns, delivering engaging user experiences for a variety of clients.

Leapster Technical Lead - LeapFrog Enterprises, Inc.   *2003-2005*

Part of the team that created the Leapster handheld device, helping define game functionality within its limited capabilities. Led educational game design and development, optimizing performance and creating shared code libraries to streamline development.

Senior Multimedia Producer - Macromedia, Inc.   *1999-2001*

Designed and developed multimedia presentations, cross-platform CD-ROMs, interactive online ads, games, and animations.

EDUCATION

Tufts University & School of the Museum of Fine Arts, Boston   *1998*

BA in Philosophy with Studio Art Minor