Reza Baghbani

Freelancer Playable Ads Developer

Playable Ads Developer with 3+ years of experience building playable ads using ThreeJS & PixiJS. Expert in optimization and responsive design.

Professional Experience & Achievements

- Converted a 1GB baked animation with physics into a 1.5MB playable asset, while preserving realistic physical behavior without using a physics engine.
- Optimized music and sound effects based on project requirements, significantly reducing file size while maintaining acceptable audio quality.
- Optimized complex scenes provided by the team by reducing geometry from thousands of triangles to a few hundred, maintaining visual quality and improving performance on low-end devices.
- Improved the rendering quality of previously built 2D playable ads by adjusting render settings and applying visual enhancements.
- Selected and implemented the most suitable physics engine per project to balance performance and achieve natural-looking motion.
- Optimized hundreds-of-megabytes asset files delivered by artists.
- Recreated 2D animations originally delivered as video files by re-animating them in Spine, achieving much smaller file sizes while maintaining high visual quality.
- Developed a C# build tool to generate builds of playable ads for multiple advertising platforms.
- Leveraged strong proficiency in Blender to create required animations independently or reuse existing assets, avoiding delays caused by dependency on animation teams.
- Possess working knowledge of After Effects and Toon Boom Harmony, enabling delivery of complete playable ads using only AE or Harmony project files provided by clients.
- Optimized texture files using Blender and Photoshop, achieving up to 60% file size reduction through baking and optimization, while preserving visual quality in-game.
- Have strong experience integrating various advertising platforms, and can quickly implement new platforms by studying their documentation and delivering solutions to the team in a short time.

Key Skills:

Playable Ads / Ads Platforms

- Unity Ads, Meta (Facebook), TikTok, AppLovin, Mintegral, IronSource and etc.
- MRAID compliant ads
- Responsive (portrait & landscape)
- Localization (multi-language support)

Game Engines / Libraries

- ThreeJS, PixiJS, CocosCreator
- Physics Engines: Havok, Ammo.js, Cannon.js, Rapier.js, Box2D

Performance & Optimization

- Mesh/texture optimization (Blender, TexturePacker)
- Audio compression and editing
- Build size reduction

Assets & Animation

- Spine animations (from images/AE/ToonBoom)
- Sprite sheets, Mixamo, 3D animations
- Photoshop, After Effects

Languages & Tools

- JavaScript / TypeScript / HTML / CSS
- Git, Design Patterns, SOLID

Contact


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Github

https://github.com/baghban71

Live Showcase

Link

Playable Ads Developer — AppQuantum - Cyprus - Remote **2024–2025**

Created 8 playable ads with Three.js and Phaser for multiple ad platforms.

Integrated advertising platforms including Mintegral, Unity Ads, Facebook Ads, TikTok, Google Ads, IronSource, and AppLovin.

Collaborated with game designers, art leads, and QA testers to deliver high-quality ad experiences.

Optimized 3D models in Blender and improved textures and UI assets using Photoshop.

Freelance HTML5 Game Developer — PlaySparks - Australia - Remote **2023–2024**

Developed 5 HTML5 sports games using Phaser and Babylon.js, and enhanced several of the studio's existing titles.

Implemented Ammo.js for realistic physics simulation and optimized rendering for low-end devices.

Freelance HTML5 Game Developer — Jumbaya - India - Remote **2023–2024**

Built 3 educational and creative games for kids using WebGL.

Developed a drawing game with an interactive brush system.

Developed a level editor that allowed the client to easily add new line art drawings or art assets into the game without developer assistance.

Game Developer — Doodandook Studio - Iran - on-site **2022–2023**

Developed 3 Android games using Unity and 2 HTML5 games using PlayCanvas.

Collaborated with a small creative team to design gameplay systems.

Freelance Game Developer- Independent Projects **2017 – Present**

Developed 10+ HTML5 and web games using Cocos Creator, Phaser, PlayCanvas, and Babylon.js.

Experienced with multiple physics engines including Havok, Ammo.js, Cannon.js, and Box2D.

Integrated online multiplayer and backend systems using Socket.io and Colyseus.

Implemented various SDKs such as Facebook Instant Games SDK, Google Ads, Firebase, and multiple game portal SDKs.