

# Richard Collinge

Creative Technologist · Unity & XR Developer · Interactive Media Specialist

richcollinge@gmail.com | +44 (0) 7834 916863 | [linkedin.com/in/richardcollinge](https://www.linkedin.com/in/richardcollinge) | UK-based | Remote & On-site

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## PROFESSIONAL PROFILE

Results-driven Creative Technologist and Unity Developer with 25+ years of experience producing cutting-edge interactive experiences across medical, brand and entertainment sectors. Fifteen years of deep Unity expertise spanning VR, AR, XR, WebGL and real-time 3D simulations. A proven technical lead and hands-on developer. Equally comfortable advising stakeholders on platform strategy and writing production C# code. With a track record of delivering complex, multi-platform immersive applications on time and on budget.

Currently available for senior-level contract and freelance engagements.

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## PROFESSIONAL EXPERIENCE

### Creative Technologist · *IPG Health / McCann Health 2015 – 2026*

- Led technology research and integration for the network of agencies, championing emerging immersive technologies including VR, AR, XR and AI to deliver differentiated product and service demos.
- Developed and maintained white-label Unity applications for medical education, data visualisation and interactive training. Deployed across desktop, mobile and VR headsets.
- Designed and built VR simulations supporting clinical research, presented at major pharmaceutical and healthcare industry conferences.
- Collaborated directly with cross-functional account, editorial and design teams as the primary technical authority, defining specifications, timelines, costs and external resource requirements.
- Drove continuous enhancement of existing products whilst scoping and prototyping next-generation immersive experiences using OpenXR, XR interaction toolkit and Unity's latest rendering pipelines.
- Mentored and line managed junior developers, supporting professional development and career progression, and helping to build an agile, multi-skilled development team.

### Lead Interactive Developer · *McCann Health Medical Communications 2013 – 2015*

- Served as technical consultant for all digital delivery across the studio department. Defining platform choices, technical specifications, timelines and cost models for every project in the workflow.
- Advised account and editorial teams on optimal digital solutions while maintaining hands-on front-end development across a broad range of online and offline applications.
- Designed and developed virtual patient scenario tools and interactive simulations for HCP events, regulatory submissions and patient-facing education programmes.
- Conducted user testing sessions, gathered stakeholder feedback and iterated rapidly to improve usability and clinical accuracy.

### Senior Interactive Developer · *McCann Health Medical Communications 2010 – 2013*

- Built and deployed AR and VR applications for medical professional training and patient education, optimised across desktop, mobile and early VR/AR headsets.
- Created high-fidelity 3D simulations and medical animations for clinical events and educational programmes, working closely with subject matter experts to ensure accuracy.
- Led and mentored a team of junior developers, maintaining quality standards and on-time delivery across multiple concurrent projects.

### Multimedia Director · *Eden Creation 2003 – 2010*

- Delivered interactive multimedia projects for major brands including Adidas and AstraZeneca, working alongside leading design agencies across the North West of England.
- Developed expertise across motion, interactivity and digital production during a pivotal period in the industry's evolution from broadcast to interactive digital media.

## **Interactive Web Developer** · *Halewood International 2005 – 2010*

- Produced interactive websites and multimedia brand experiences for consumer brands including Red Square Vodka, Lambrini and Crabbies Ginger Beer.
- Combined brand storytelling with interactive web technology to deliver engaging digital campaigns during the Flash and early HTML5 era.

## **Interactive Developer** · *Complete Medical Group 2000 – 2003*

- Began career producing multimedia CD-ROMs and websites using Macromedia Director and Flash, building foundational skills in interactive design and digital delivery.

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## **CORE SKILLS & TECHNOLOGIES**

<b>Unity &amp; Engine</b>	Unity 3D (15+ years), C#, URP/HDRP, Shader Graph, Cinemachine, Physics, AI Integration
<b>Artificial Intelligence</b>	Experience with Google Gemini, VS Copilot, Claude Code, Convai, Leonardo AI, Midjourney, Nano Banana
<b>VR / AR / XR</b>	Meta Quest / Oculus SDK, HTC Vive, HoloLens 2, OpenXR, AR Foundation, WebXR, Vuforia, ARKit, ARCore
<b>Web &amp; Interactive</b>	Unity WebGL, JavaScript, HTML5, Three JS, Pixi JS, React
<b>Video &amp; Motion</b>	Adobe Premiere Pro, After Effects, motion graphics, showreel production
<b>Dev Tools</b>	VS Code, Git, Jira
<b>Delivery</b>	PC, Mac, iOS, Android, Meta Store, Steam, PICO business suite Enterprise / Bespoke deployment

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## **SECTOR EXPERIENCE**

Pharmaceutical & Healthcare · Medical Education & Training · Consumer Brands · Interactive Entertainment · Events & Experiential

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## **EDUCATION**

### **BSc Sports & Recreation Management**

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## **AVAILABILITY & ENGAGEMENT**

Available immediately for senior contract, freelance and project-based work. Open to remote and on-site engagements across the UK and internationally. Specialisms: Unity & XR development, medical interactive, immersive experience production.

*References available upon request.*