**Aleksei Kropachev** Senior Playable Ads Developer / Team Lead  
 📍 Kirov, Russia | ✉️ [alienhead891@gmail.com](mailto:alienhead891@gmail.com) | 🔗 LinkedIn / Portfolio

## **Summary**

Senior Playable Ads Developer with 5+ years of experience in gamedev and adtech. Strong expertise in creating high-quality playable ads, building production pipelines, and leading teams. Skilled in combining technology, design, and player-first approach to deliver engaging and effective creative solutions. Proactive in knowledge sharing and process optimization.

## **Experience**

**ChillBase** — *Senior Playable Ads Developer* *Apr 2025 – Present*

* Developed high-quality playable ads using Cocos Creator.
* Worked with Blender (model optimization, textures, animation).
* Designed and optimized UI/UX and creative assets.
* Adapted playables for ad networks, localization, and cross-platform compatibility.
* Collaborated with marketing teams to track KPIs and generate hypotheses.

**Achievements:**

* Built an in-house production pipeline for playable ads.
* Authored detailed development guides and documentation.
* Created a library of reusable, optimized assets.
* Produced 10 high-quality playable creatives (excluding variations).

**HotSiberians** — *Middle → Lead Playable Ads Developer* *Apr 2022 – Mar 2025*

* Scriptwriting and creative concept development.
* 3D modeling, texturing, animation (Blender).
* 2D animation and UI/UX design.
* Developed interactive mechanics, coding (TypeScript, Cocos Creator).
* Asset optimization and localization for multiple languages.
* Close collaboration with marketing and analytics teams.

**Achievements:**

* Transitioned development to fully 3D playables.
* Designed and implemented a structured pipeline and clear technical documentation.
* Optimized production and approval processes with managers.
* Acquired strong TypeScript and Cocos Creator expertise.

**Otklyk ADV** — *HTML5 Designer / Junior Playable Developer* *Sep 2020 – Mar 2022*

* Created 2D playables (CreateJS, Adobe Animate).
* Scriptwriting and adaptation of creatives for ad networks.
* Produced animated banners and interactive ads.

**Earlier Career (2013 – 2019):**

* **Nord** — Designer-consultant (outdoor ads).
* **OOO Pechatnik** — Head of Post-Print Dept. (team of 4, process optimization, CRM implementation).
* **Freelance** — Designer/Artist.
* **OOO Printshop** — Designer (POS-materials, branding, client communication).

## **Education & Courses**

Vyatka State Humanitarian University (unfinished, 2 years) — *Fine Arts & Graphic Design*.

**Courses:**

* Game Analytics (devtodev, 2019)
* Basics of Figma (2020)
* Basics of Unreal Engine 4 (2020)
* Unity Basics (2022)

**Self-education:** TypeScript, Cocos Creator, Blender (asset optimization, texturing, animation), UI/UX, game design fundamentals

## **Technical Skills**

* **Playables Development:** Cocos Creator (mid), TypeScript (mid), CreateJS (mid), HTML5 (mid).
* **3D/2D Tools:** Blender (basic), Adobe Animate, Photoshop, Figma (basic), Unity (basic), Unreal Engine (basic).
* **Analytics:** Game metrics interpretation, A/B testing, creative performance optimization.

## **Leadership & Soft Skills**

* Team leadership, mentoring, and knowledge sharing.
* Pipeline and roadmap building.
* Writing guides, documentation, and training materials.
* Effective communication and presentation skills.
* Brainstorm facilitation and cross-team collaboration.

## **Additional Strengths**

* Strong creative vision with player-first mindset.
* Experience in localization workflows (dynamic language adaptation).
* Keen market awareness: competitor research, creative benchmarking.
* Balance of creativity and pragmatism in production.