Alexey Gornostaev CV

👋Hi, my name is Alexey Gornostaev. I'm a product manager with over 10 years experience in building video game-related software products. I work remotely and live in Moscow, Russia. I am interested in the processes that help understand customer needs, build the right things for them and skip unnecessary.

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Work

1. Gather (2020 - present)

    - I consult on product development and strategy a US-based startup that is building a platform for creating tournaments and competitions for online video games.

2. RAWG (Nov 2016 - present)

    - I co-founded a Lithuania-based rawg.io. RAWG is a video game discovery site. Think the movie diary Letterboxd meets IMDb.

    - Operating video game media website we knew that a huge percentage of the traffic lands on video games database despite of it's limited set of features and very little devoted resources.

    - We saw a huge audience interest that was confirmed by the volume of video games related search queries at Google, growing number of games released on every platform YoY and a lack of product on the market that could build on that opportunity.

    - I kickstarted the project: formulated the product strategy, key slide decks, feature set, project roadmap, assembled a team and lead the

development of the first product version.

- After releasing the first version to mainly positive feedback and being green-lighted for further development we expanded the team and continued to build and develop the product.

- In 2019 we launched an open API that is being used to enrich existing and build new video games related products. The largest search engine in Russia Yandex uses RAWG to create new and improve existing reference cards in its search engine results, there are Reddit and Discord bots connected to thousands of servers and subreddits and lot of new projects currently in development. More than 50 million requests are served monthly.

3. Kanobu/Rambler-Games (Jan 2013 - Nov 2016)

- I returned to the company to oversee the reincarnation of kanobu.ru as a modern online media in style of recently launched Polygon.com and other VOX media properties.

- The relaunch was completed not without problems and future roadmap was greatly changed in order to fix the issues.

- I lead the transitioning of page templates to adaptive mobile-friendly layouts. In order to see the traffic gains as quickly as possible this was done on page-by-page basis, releasing the updates as they were ready.

- Have been responsible for the concept and development of a new editor tool for easy publishing articles in a cutting-edge compound way like Look At Me, Polygon and The Verge.

- Lead the SEO efforts and by the 2016 we reached the goal of 2KK users/month (50% YoY growth), which was all-time organic traffic record for us.

- After leaving the PM role i have joined the board of directors and continued to contribute the company.

- Kanobu have grown from 1M to 9M monthly visits in 3 years. It's a leading Russian gaming news media outlet today.

4. Game Insight (Jan 2012 - Jan 2013)

- The goal was to create a mobile social platform for Game Insight titles, available directly in-game, to help drive the company player retention initiatives.

- We made a thin client/server architecture, pushing all the content from the server.

- In 2012 mobile embedded web browsers were very constrained, which lead to the necessity to overcome a lot of technical problems.

- At the time it was may be the most feature rich in-game support service: a cross-promo system, user accounts, support, user statistics, other games showcase and game news.

- We released the project for iOS titles (18 games, several millions DAU) and ported the client to Android.

5. Epic (Aug 2011 - Jan 2012)

- I was responsible for creating epic.kanobu.ru from scratch - PC games digital distribution service for Russian market.

- The project was set to be completed in only 3 months.

- Kanobu was one of the largest video games media at the time. Being a media it completely relied on advertising revenue. The goal was to create a second stream.

- I defined and drove the feature roadmap, managed the development, made direct contributions to ux/ui design and provided customer support.

Other projects

I love to experiment and worked on a few personal projects over the years. Most of them are long offline but the experience remains:

- Online tool to create short compilations of your favorite songs. The tracks were auto cut in 11-seconds parts and mixed together with seamless transitions at their beginnings and endings with fades. The end result was sort of a bite-sized mixtape.

- Plain text file format praise: different ways to use plain text files.

- Chart of mobile apps most often mentioned in social media.

- Tool to view all replies to a single tweet back in the day when it was impossible to do so on Twitter.

- Video games price aggregator build when transition to digital was still in progress and video games were sold on all kinds of media.