Alexey Gornostaev CV (EN)

My name is Alexey Gornostaev. I help build video game-related software products. Over the past 10 years i helped kickstart a video games digital distribution service, create mobile in-game retention platform, was a product manager at video games media website with an audience of 5+ million people and co-founded a video game discovery service.

Contacts:

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Projects:

1. RAWG (Nov 2016 - present)

   - I co-founded 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.

2. 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.

3. 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.

4. 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.

I worked on a few personal projects over the years:

- **2014 - MixTab**. Online tool to create short compilations of your favourite 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.

- **2012 - Text and Glory**. A weekend project: plain text file format praise.

- **2012 - AppCatcher**. A chart of mobile apps most oftenly mentioned in social media by your friends and a selection of handpicked influencers.

- **2011 - Radarica**. Back in the day Twitter was very bad at displaying conversations. There was no way to view all replies to the original tweet, only the top-level ones were shown, but not the replies to replies. So i build a simple tool that did just that - displayed the whole conversation for a selected tweet in a simple one-page feed.

- **2009 - Igromatika**. A video games price aggregator build when transition to digital was still in progress and video games were sold on all kinds of media: boxed and jewel retails versions, collector's editions and digital versions in a bunch of different stores.