

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.

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Work

1. Gather (2020 - 2021)

- I consulted on product development and strategy a US-based startup that is building a platform for creating tournaments and competitions for online video games. You can read [Making Group Competition Flow x100 More Simple and Efficient](#) to get an idea of the problems that we were solving.

2. RAWG (Nov 2016 - 2021)

- 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 serving more than 50 million requests monthly and is used by people from Yandex, Unity, Blur and other fine companies.

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

- I lead product at a Russian video games media with a monthly audience of more than 5 million people.
 - 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 one of the leading Russian gaming news media outlets today.
4. Game Insight (Jan 2012 - Jan 2013)
- I worked on mobile in-game marketing and support platform for Game Insight.
 - The goal was to create a service 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.