CV / Alexey Gornostaev

👋 Hi, I'm Alexey. I'm a product manager and producer in video game space.
I co-founded a video game discovery service with an open API, that was used by Microsoft, Unity, Newzoo, Blur and Yandex. I've worked with indie games, video games media and f2p products on bringing new projects to market.

✉ Contacts
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⚙ Skills
- Formulating/following product vision and preparing production plans
- Research: competition analysis, JTBD
- Prioritisation: defining product roadmap and scope
- Key product metrics analytics
- Leading and day to day managing small to medium dev teams
- Managing distributed workspace
- Communication: clear and conscious writing (essays, tasks, memos, wikis, issues)
- Marketing: SEO, premium and f2p video game distribution
- Technical: web tech stack

🇬🇧 Languages
- English (C1 level)
- Russian (native)

🎓 Education
- A degree in computer and information technologies in economics (Moscow Aviation Institute)

Experience

Herocraft - a video game developer and publisher
Producer, Oct 2024 - Present
- Bringing indie PC video games to market

IM Games - imtank.com - multiplayer free to play web game
Web publisher, Oct 2023 - Oct 2024
- Built user acquisition processes (Tier 1, Tier 2)
- Led the production and testing of ad creatives and landing pages
- Traffic analyses (GTM, Google Analytics, MixPanel)
- Managed game localisation for key regions
- Managed game publishing on web game platforms

RAWG / Absolute Games - a video game discovery startup / html5 games platform
Co-founder / CPO, Nov 2016 - 2023
- Invented the concept and led product strategy for rawg.io (screenshots)
- Defined scope and set processes to bootstrap an MVP (announcement)
- Built a comprehensive (500K+ titles with lots of fields) video game database automatically updated from various public sources
- Worked on a set of UGC recommendation tools (46 ratings / user, 10 000 database edits per year)
- Managed launch of the public API (hundreds of users, (screenshot) used by Unity, Newzoo, Blur and Yandex.
- Managed the development of an SDK with monetisation and site integration features for html5 game developers (dozens of launched games) for the CIS market.
- Optimized user flow and DAU conversion (example)

Rambler Games / Kanobu.ru - a leading entertainment media in CIS
Product Manager, Jan 2013 - Nov 2016
- Led product at one of the leading video game media in the CIS market
- Defined product roadmap, provided input to product strategy, made tech trade-off decisions
- Doubled MAU (reached 5KK) via transitioning the product to responsive mobile-friendly layout, boosting our SEO efforts and stellar editorial team work.
- Worked on engagement metrics: launched a magazine-like multi-column article layout with rich typography, that was powered by a new in-house built block-based editor.
- Managed development and launched numerous interactive special projects for commercial clients

Game Insight - a video game developer and publisher of mobile and social games
Project Manager, Jan 2012 - Jan 2013
- Worked on a mobile web-based in-game marketing and support platform
- Led a team that released iOS/Android SDK and server backend services
- Integrated SDK into 18+ iOS and Android titles (millions of MAU)
- Aligned the roadmap with stakeholders (top managers, marketing team and game studios)
- Turned requests from the marketing team and game studios into detailed user stories.

Kanobu.ru - an entertainment media startup
Project Manager, Aug 2011 - Jan 2012
- Was responsible for creating a video game digital distribution service for the CIS market
- Wrote initial product requirements, defined scope
- Led the development and shipped the product on time
- Operated the storefront: managed the catalog (hundreds of titles), provided customer support

Contractor work

Gather - a video game startup focused on online competitions
Consulting, Apr 2020 - May 2021
- Consulted on product development and strategy a US-based startup that was building an online tournaments and competitions platform
- Helped to hire the dev team and bootstrap an MVP
- Developed a product roadmap and user acquisition strategy
- Developed efficient solutions (example) for UX flows