

Alexey Gornostaev

👋 Hi, my name is Alexey Gornostaev. I'm a product manager with over 10 years experience in building software products from the ground up. My expertise lies in understanding customer needs, defining product scope and working closely with UX/UI and dev teams to deliver the solution.

Skills:

Research: competition analysis, JTBD. Prioritisation: defining product roadmap and scope to reach main goals and stay on time/budget. Analytics: web analytics tools knowledge. Communication: clear and conscious writing (essays, tasks, memos). Technical: web tech stack.

Education:

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

Languages:

🇬🇧 English (C1 level), Russian (native)

Contacts:

- Email: hi@alexeygornostaev.com
- Website: alexeygornostaev.com

Work

RAWG / Absolute Games

Nov 2016 - present

Co-founded a Lithuania-based video game discovery site (think the movie diary Letterboxd meets IMDb). We launched an open API that was being used by people from Unity, Blur, Newzoo, Yandex and other fine companies. Later we started publishing web html5 games, providing monetisation and distribution capabilities for game developers.

- Invented the concept and led product strategy for rawg.io
- Defined scope and set processes to bootstrap an MVP in a constrained timeframe
- Built a comprehensive (550K+ titles with lots of fields) video game database automatically updated from various public sources
- Worked on a set of UGC recommendation tools (46 average ratings per user, recommendation lists, user database editing, etc.)
- Managed launch of the public API ([screenshot](#)) for the database, that has been used by hundreds of enthusiasts and companies.
- Managed the development of an SDK with monetisation (ad, in-app purchases) and site integration features for html5 game developers (dozens of launched games), that are available on a localised copy of the site for the CIS market at ag.ru.

You can view [screenshots of the project](#). You can also read a couple of essays from that time: [an introductory essay into the discoverability problem](#) and an [announcement post](#).

Rambler-Games / Kanobu

Jan 2013 - Nov 2016

Led product at a Russian [video games media](#) with a monthly audience of 5 million people.

- Defined product roadmap, provided input to product strategy, made tech trade-off decisions
- Doubled MAU 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.
- Launched several interactive special projects (custom frontend/backend, site integration) for commercial clients.

Game Insight

Jan 2012 - Jan 2013

Worked on a mobile in-game marketing and support platform, that would allow the company to retain more users and efficiently drive traffic between titles. A service with web-based in-game frontend and custom backend: a push-based cross-promo system, central user account system, support form, newsletter service, games showcase and news feed.

- 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.

Rambler-Games / Kanobu

Aug 2011 - Jan 2012

Was responsible for creating a local video games digital distribution service. The goal was to create a second revenue stream in addition to advertising. As is often the case when working in a small company, I wore a lot of hats:

- Wrote initial product requirements, defined scope
- Led the development, made direct contributions to UX/UI design and shipped the product on time
- Operated the storefront: managed the catalog (several hundred titles in total), provided customer support

Contractor work

2zmoon

2021-2022

Built a media outlet focused on creative professionals who leverage web3 tools to their advantage. Worked on preproduction of a web3 crowdfunding platform with revenue sharing between creators and their backers.

- Defined initial scope and architecture of the project
- Managed the development (in-house built frontend, 3rd party headless CMS)
- Worked on the go-to-market strategy, product and technical requirements for a future planned web3 crowdfunding product

You can view [screenshots of the project](#).

Gather

2020 - 2021

Consulted on product development and strategy a US-based startup that was building an online tournaments and competitions platform.

- Helped to hire the team and bootstrap an MVP
- Developed a product roadmap and user acquisition strategy
- Developed efficient solutions for tricky UX flows

You can read [Making Group Competition Flow x100 More Simple and Efficient](#) to get an idea of the problems that I was solving.

Other projects

I love to experiment and have designed, prototyped and launched a few personal projects over the years. In fact, I've started my career with one - a video game price aggregator, built when the transition to digital was still in progress and video games were sold on all kinds of media. It was noticed and got me invited into my first full-time product management job.