

Alexey Gornostaev

👋 Hi, my name is Alexey Gornostaev. I'm a product manager with over 10 years experience in building entertainment software products.

💻 10+ years experience in building software products and managing development.

🌐 Deep understanding of remote work ethics - have been working remotely for the last 5+ years.

🕵️ I am interested in the processes that help understand customer needs, build the right things and skip unnecessary.

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

Languages: 🇬🇧 English (C1 level), Russian (native), Python, HTML and CSS (basics).

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Work

2021-2022

2zmoon

Built a media outlet focused on creative professionals who leverage web3 tools to their advantage: how to raise funds, new tools for community management and governance, monetization of digital assets. Worked on preproduction of a web3 crowdfunding platform with revenue sharing between creators and their backers.

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

a future planned web3 crowdfunding product

View screenshots: [Open PDF](#).

2020 - 2021

Gather

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

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

Nov 2016 - 2021

RAWG

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. You can read a couple of essays from that time:

- [An introductory essay into the discoverability problem](#) - [Announcement post](#)

- Invented the concept and lead product strategy
- Bootstrapped an MVP
- Hired the product team and lead product development
- Built a huge (550K + titles) video game database with auto update from different sources
- Worked on a set of UGC game recommendation tools (user rating/reviews, recommendation lists, etc.)
- Managed API development, launch and business clients

View screenshots: [Open PDF](#).

Jan 2013 - Nov 2016

Rambler-Games/Kanobu

Lead product at a Russian video games media with a monthly audience of 5 million people. Lead the SEO efforts and by the 2016 we doubled our audience numbers, lead the transition of page templates to adaptive mobile-friendly layouts, have been responsible for the concept and development of a new block-styled editor tool for publishing articles in a visually rich way.

- Was part of the team that made a couple of costly unsuccessful releases. It took some time to figure out what we did wrong and fix everything that had been broken product-wise.
- Managed product development
- Transitioned a complex live product with a lot of templates to mobile-friendly layout
- Lead SEO efforts (we doubled our audience numbers)
- Lead the transition of an in-house WYSIWYG editor to a new block-based one
- Organized indie game development jams

Jan 2012 - Jan 2013

Game Insight

Worked on a mobile in-game marketing and support platform for Game Insight. At the time it was maybe the most feature rich in-game support service: a cross-promo system, user accounts, user 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.

Aug 2011 - Jan 2012

Rambler-Games/Kanobu

Was responsible for creating a local video games digital distribution service. Kanobu was an editorial/ugc-fueled publication and completely relied on advertising revenue. The goal was to create a second revenue stream. As is often the case when working in a small company, I wore a lot of hats: 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 have worked on a few personal projects over the years. Most of them are long offline, but the experience remains:

- An online tool to create short compilations of your favourite songs. The tracks were automatically 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.
- A plain text file format praise: different ways to use plain text files.
- A chart of the mobile apps most often mentioned in social media.
- A tool to view all replies to a single tweet, back in the day when it was impossible to do so on Twitter.
- A video games price aggregator, build when the transition to digital was still in progress and video games were sold on all kinds of media.