

## 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:** Defining product architecture, Product roadmap development, Setting agile processes, Making tech trade-off decisions, Designing user stories, Analytics on key metrics, SEO optimisation, Efficient UX/UI design, HTML/CSS/Python basics, Async remote work ethics.

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

**Languages:** 🇬🇧 English (C1 level), Russian (native)

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## Work

2021-2022

### 2zmoon

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
- Contributed to UX/UI design
- Managed the development (in-house built frontend, 3rd party headless CMS)
- Wrote tech specs and made trade-off decisions
- Worked on a go-to-market strategy, product and technical requirements for a future planned web3 crowdfunding product

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

2020 - 2021

### **Gather**

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
- Consulted on product 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 we were solving.

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.

- Invented the concept and led product strategy
- Bootstrapped an MVP
- Hired the product team and led product development
- Contributed to UX/UI design
- Built a huge (550K+ titles) video game database automatically updated from different sources
- Worked on a set of UGC game recommendation tools (user ratings and reviews, recommendation lists, etc.)
- Managed API development, launch and business clients
- Set and measured key metrics

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](#).

Jan 2013 - Nov 2016

**Rambler-Games / Kanobu**

Led product at a Russian video games media with a monthly audience of 5 million people.

- Defined product roadmap and made input to product strategy
- Made tech trade-off decisions
- Transitioned the product to responsive mobile-friendly layouts
- Led SEO efforts (reached x2 MAU)
- Led the transition of an in-house WYSIWYG editor to a new block-based one
- Aligned the work between editorial, development and sales teams
- Hired staff to all of the company's departments

Jan 2012 - Jan 2013

**Game Insight**

Worked on a mobile in-game marketing and support platform. A service with web-based in-game frontend and custom backend: a cross-promo system, central user account system, support form, newsletter service, games showcase and news feed.

- Led a team that released the project for 18+ iOS and Android titles
- Designed detailed user stories
- Aligned stakeholders and marketing team
- Gathered feedback from partner game developers and turned it into feature requests

Aug 2011 - Jan 2012

**Rambler-Games / Kanobu**

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 the product requirements
- Led the development and shipped the product on time
- Made direct contributions to UX/UI design
- Managed products catalog
- Provided customer support

## **Other projects**

I love to experiment and have designed, prototyped and launched 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.