

# CV / Alexey Gornostaev

👋 Hi, my name is Alexey. I'm a product manager with over 10 years experience in building software products from the ground up. I define the right scope, saving development time and resources in the process, solve product problems and keep development process on track.

## ✉️ Contacts

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## ⚙️ Skills

- Developing projects from scratch
- Research: competition analysis, JTBD
- Prioritisation: defining product roadmap and scope
- Audience analytics
- Managing small to medium dev teams
- Managing distributed workspace
- Communication: clear and conscious writing (essays, tasks, memos, wikis)
- Technical: web tech stack

## 🇬🇧 Languages

- English (C1 level)
- Russian (native)

## 🎓 Education

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

## Experience

**IM Games** - imtank.com - multiplayer free to play web game

**Web publisher**, Oct 2023 - Present

- 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