

# EGOR GRISHCHENKO

Product Manager | Producer

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## PROFILE

Product Manager with 15+ years building and scaling digital products from 0→1→n across gaming, SaaS, and creator economy platforms. Experienced in payment integrations, subscription/billing flows, and fintech-adjacent products serving global audiences. Led full-cycle product development—from market research and roadmap strategy to rapid iteration, A/B testing, and data-driven optimization.

Co-founded and scaled Game Garden from concept to 10+ live F2P titles with complex monetization flows (IAP, subscriptions, virtual currencies). Currently building Axione.ai, an AI-powered platform democratizing game development. Strong track record of shipping products fast, managing cross-functional teams, integrating external APIs, and turning user feedback into measurable growth.

## KEY EXPERTISE

- **0→1 Product Development:** Launched 12+ digital products from concept to market with iterative releases
- **Payments & Monetization:** Designed and optimized billing flows, IAP, subscriptions, payouts (F2P gaming ecosystem)
- **API Integrations & Technical PM:** Integrated payment processors, analytics platforms, anti-fraud systems; managed rollout/rollback strategies
- **Data-Driven Product Management:** Built funnels, dashboards, cohort analyses; used events/metrics for rapid hypothesis validation
- **Cross-Functional Leadership:** Coordinated engineering, design, marketing teams in fast-paced startup environments
- **User Research & Market Analysis:** Conducted competitive research, pricing experiments, onboarding optimization for global markets

## WORK EXPERIENCE

### Production Director

Nidelor | July 2024 – August 2025

Led development of AI-driven B2B automation products for a large game development company. Managed product roadmap, prioritized features, and coordinated delivery across engineering and business teams.

### General Producer / Co-Founder (Product Management Role)

Game Garden | September 2009 – May 2024

Co-founded studio and led product development for 12+ F2P mobile/social games from ideation through live operations. Managed full product lifecycle including:

- **Product Strategy & Roadmap:** Defined product vision, prioritized features, managed multi-project roadmaps with competing resources
- **Monetization & Payments:** Designed and iterated on IAP flows, subscription models, virtual currency systems; integrated App Store, Google Play, Facebook Payments

- **User Acquisition & Retention:** Ran A/B tests on onboarding flows, built retention mechanics, optimized conversion funnels (achieved 15-25% D1 retention avg)
- **Analytics & Metrics:** Built event tracking, funnel analysis, cohort dashboards; made data-driven decisions on feature prioritization
- **External Integrations:** Managed integration of 10+ third-party services (analytics, ads, payment gateways); handled API versioning and rollout strategies
- **Go-to-Market:** Coordinated soft launches, ASO optimization, UA campaigns; iterated based on user feedback and market trends
- **Cross-Functional Team Leadership:** Led teams of 5-15 across engineering, art, QA, marketing in fast-paced startup environment

**Notable Results:** Farmdale reached 2M+ downloads with 4.5+ rating; Fairy Kingdom maintained 20%+ monthly retention; successfully launched Disney-licensed title meeting strict compliance requirements.

### Lecturer – Mobile Games: Market & Monetization

Higher School of Economics (HSE) | September 2020 – May 2021

Developed and taught curriculum on mobile game market dynamics, monetization models, user acquisition, and product metrics for design students. Covered F2P business models, payment systems, and analytics.

### Earlier Experience (2005-2009)

Progressed from Community Manager to Project Lead at ND Games and CyberCrew, managing PC game production, publisher relations, and distributed teams for titles including The Void, Outcry, and browser-based MMO projects.

## ENTREPRENEURIAL PROJECT

### Founder – Axione.ai

2024 – Present (Side Project)

- Building AI-powered "virtual studio" for no-code game creation—tackling UX complexity of turning creative ideas into playable prototypes
- Designed end-to-end user journey: onboarding, prompt-based game creation, iteration workflows, export/publishing flows
- Conducting user research with indie developers and educators; iterating based on feedback loops
- Exploring monetization models (freemium, subscription, credits-based) and validating pricing hypotheses
- Managing roadmap solo: prioritizing features, shipping MVPs, measuring engagement metrics

## RELEVANT PM SKILLS FOR FINTECH/CREATOR ECONOMY

- **Payment Systems Experience:** Integrated multiple payment processors (App Store, Google Play, PayPal, Facebook Payments, local payment methods)
- **Global Products:** Shipped products in 50+ countries; dealt with multi-currency, regional payment preferences, localization
- **Billing/Subscription Flows:** Designed recurring billing, IAP, virtual currency systems; handled refunds, disputes, fraud prevention
- **Rapid Experimentation:** Ship-fast mentality; comfortable with short cycles, MVPs, feature flags, and data-informed pivots
- **Technical Fluency:** Work closely with engineers on API integrations, webhooks, event tracking, rollout/rollback strategies

- **Stakeholder Communication:** Regular updates to founders/investors; experience translating technical complexity into business value

## EDUCATION

Master's Degree in Sociology | Moscow State Pedagogical University | 2008

## LANGUAGES

Russian (Native) | English (Fluent/Advanced) | Spanish (Elementary)