

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)