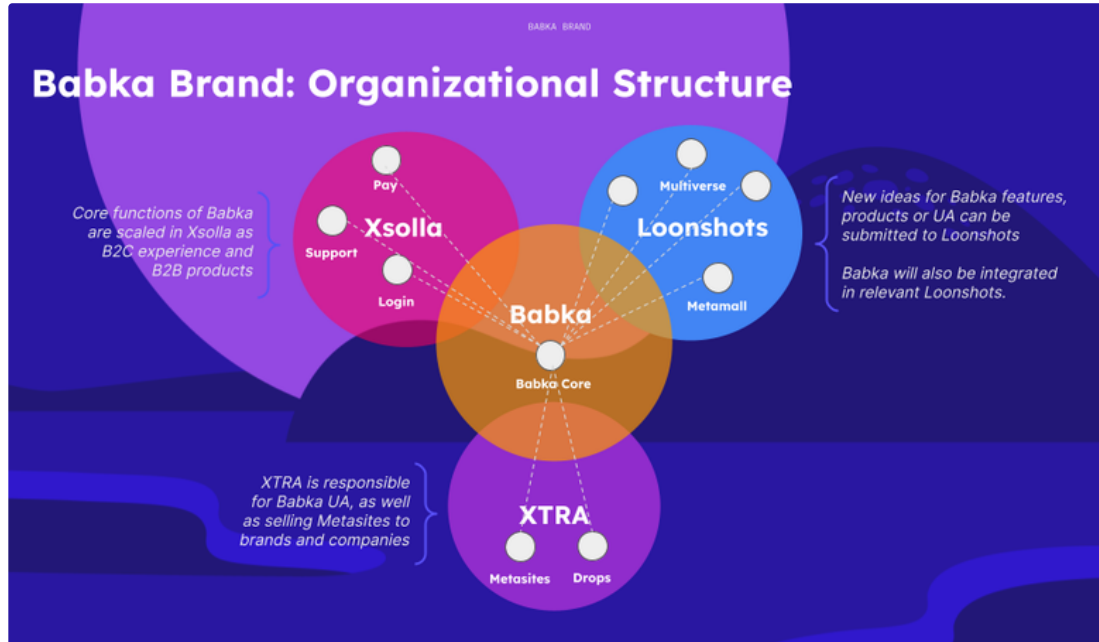# 🧑‍🦱 Babka Teams

Overview of Babka Core and related Team Structures: 〽️ https://miro.com/app/board/uXjVPM2uSJc=/ - Connect your Miro account

Core Team

Babka @ Xsolla Teams

Babka @ Loonshots

Babka the Book

Core Team

from Babka Brand 2023 Kickoff

Creative Lead: Ishan Shapiro

Lore and Narrative: Noah Crowe

Product Designer: Rachel Victor

Product Strategist: Pierce Myers

UX Researcher: Watson Hartsoe

Experience Designer: Jocelyn Ibarra

Marketing Manager: Michael Petralia

Creative Producer: Gabriel Shalom

Unreal Creative Tech: Shuruq Tramontini

Xsolla Legal POC:Xsolla (TBD)

Core Team Roles and Responsibilities

Creative Director: Ishan Shapiro

- Responsible for the overall development of Babka IP and world
- Develop unique and innovative ways to express Babka IP across mediums

- Produce engaging narrative content for cross-product promotion
- Coordinate the building of the world of Babka, and how she is expressed via products
- Manage the Babka brand and how it is expressed via products and partnerships
- Keeping the Babka vision and strategy updated
- Constantly explore new ideas and development opportunities
- Be Babka's evangelist for everyone in the company and outside of the company

Lore Keeper: Noah Crowe

- Clearly define, refine and document the Lore (story, brand identity, and world elements) of the Babka world and/or its products
- Work closely with the Creative Director and Copywriters so that the creative, narrative & marketing expressions of Babka Lore are compelling and achievable
- Act as guardian and maintainer of the Babka Lorebook, and work with creative staff to develop internal documentation
- Work closely with the Babka ecosystem, product teams and marketing staff to create activations and content aligned with Babka Lore
- Lead internal education sessions to ensure all Xsolla team members understand the Babka Lore, and can communicate it accurately

Product Directors/Managers

- Responsible for individual products which integrate Babka IP
- Responsible for coordinating closely with Creative Director on Branding, Identity, Expression
- Work closely with Directors of Products, Product Managers, BD Lead, Marketing Lead to be aligned with market and stakeholders expectations.
- Help build and expand the product team by defining required roles and responsibilities for new hires.
- Help define messaging and communication about new and existing Babka's solutions to assist in business development and sales of said products and solutions.
- Help the company to introduce and advertise Babka's solutions with industrial events.

Babka @ Xsolla Teams

from Babka Brand 2023 Kickoff Presentation

Babka.com Account

Babka.com is the user's main control point for their Babka Account. This page presents all major Account elements and is the anchoring touch-point for the brand identity. Here the user builds their profile, stores cards, and accesses their inventory, and updates key info.

Workspace:

Points of Contact:

Creative Lead: Ishan Shapiro

Leads:

Account:

Design: Rachel Victor, TBD UI Designer

PM:

Researcher:

Support:

Key Links:

[Babka Brand RE Plan](#)

[Checklist for Babka.com (mid-2022, RU)](#)

Operations Manual

[Account Roadmap (early 2022)](#)

Babka Meta UI Overlay

The XLA metaverse is a high-res virtual playground crafted in UE5. Metasites are accessible via url, and contain the experiences one expects from a city. For Metasites, we will have a Babka UI Overlay which shows the core elements of a user's account in ribbon strip across screen top – inventory, profile, and orbs featured primarily.

Workspace:

Points of Contact:

XLA: Alexey Savchenko, Pavel Elizarov, Maksim

Babka: Ishan Shapiro, Rachel Victor, Pierce Myers, Shuruq Tramontini

Account:

Support: Anton Zelenin

Key Links:

[Babka Overlay for Metasites](#)

[X.LA top-ups, drops, Metasites](#)

[Metasites Mechanics Design](#)

[Metasites Visuals](#)

[Figma](#)

Babka Login

The Babka Login is a User Acquisition domain which enables us to integrate our account with other partners and projects. The first of these UA domains for Babka Login will be LTG, X.LA, and Story3.

Workspace: [Babka Login Confluence](#)

Points of Contact:

Product Owner: Elena Krivstova

Babka: Ishan Shapiro, Rachel Victor, Pierce Myers

Account:

Design:

PM:

Researcher:Evgeniy, Yulia

Key Links:

[RE: LTG Publisher](#)

[Babka UA Vision](#)

[LTG Pacer](#)

Operations Manual

Babka Pay

Babka Pay will be rolled out as a new button within PayStation. Babka Pay will also be the default payment system for all

Workspace: [Babka Pay Confluence](#)

Points of Contact:

Product Director: Elena Krivstova

RPBL: Eugene Maleev, Pavel Zaharov

CIO: Rytis Joseph Jan

RSC: Daniil Ketov

Babka: Ishan Shapiro, Pierce Myers

Admin: Anthony Mendoza

Blockchain: Arsen Yeremin

Key Links:

[Babka Pay Launch Schedule](#)

[Babka Wallet Brief](#)

[Babka Pay Roadmap (mid-2022)](#)

Babka Support

Babka Support will be driven by three entities: Babka, Nushi, and Support Personnel. Over the course of 2023 we will integrate an AI NLP engine that powers Babka and Nushi. This AI engine will also power our characters in their in-game manifestations and quests.

Workspace:

Points of Contact:

Key Links:

RE Plan

JIRA Epic

Operations Manual

Lorebook Entry

Babka Events

Events serve as our major milestones for demos of the Babka ecosystem across 20223. The first of these is GDC which takes place March 20-24. We will plan a physical demo, as well as launching a media campaign.

Workspace:

Points of Contact:

Director: Ishan Shapiro

Leads: Michael Petralia

XLA: Alexey Savchenko

Design: Rachel Victor

PM:

Researcher:

Support:

Key Links:

Babka Socials

Workspace:

Points of Contact:

Director: Ishan Shapiro

Leads: Michael Petralia

Account:

Design:

PM:

Researcher:

Support:

Key Links:

Babka The Book