

VIKAS MENON

Live Operations Leader | Mobile Gaming

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Live ops is what I do best. I've run event calendars, designed reward structures, and figured out the pacing that keeps players engaged without burning them out. Most of my experience comes from Zynga, where I worked on Farmville (casual) and CSR Racing — learning how different audiences respond to different live ops approaches. I like the craft of it: knowing when to push a monetization beat, when to give players a break, and using data to tell the difference. Currently leading product for a multi-game portfolio, building the analytics and retention systems from scratch. Looking for a role where I can focus on live ops strategy across multiple titles.

EXPERIENCE

Head of Games & Product

Terrabyte · Bengaluru · October 2024 – Present

Gaming platform with 50+ live titles. Own product and live ops across the portfolio.

- Built our analytics setup from zero — game health dashboards, retention cohorts, engagement tracking. Now drives all content and prioritization decisions.
- Designed notification framework to maximize re-engagement — timing, frequency, content triggers. Part of a broader retention system I built to bring players back at the right moments.
- Running experiments on progression pacing and reward loops. Moved D1 retention from 32% to 40%, D7 from 7% to 12%.
- Lead a team of 8 designers and analysts.

Consulting Product Manager

Yodo1 · Remote · June – September 2024

Mobile game publisher. Brought in to lead the Apple Arcade launch for Rodeo Stampede+.

- Managed the launch end-to-end — coordinated between the external development studio, Yodo1's publishing team, and Apple. Hit milestone deadline and secured the launch bonus.
- Built the post-launch live ops roadmap: quarterly content releases, engagement beats, retention-focused updates. Analyzed player data to prioritize what would move the needle.
- Worked with a distributed team across Shanghai, Europe, and Canada — async communication, clear documentation, tight alignment on what mattered.

Producer → Executive Producer

Zynga · Bengaluru · 2012 – 2023

Worked across casual and racing titles, progressively taking on more live ops responsibility.

CSR2 Racing (2020–2023) · \$70M+ annual revenue

- Owned the live ops calendar — planned and ran ~50 events per year. Learned the rhythm: when to push revenue beats, when to focus on engagement, when to let players breathe.

- Designed and shipped the Battle Pass system — reward structure, progression pacing, pricing. Became one of the game's best-performing features.
- Ran post-mortems on every event. Built a feedback loop that improved live ops performance quarter over quarter.
- Coordinated IP partnership events (Pagani, Ken Block) — timed content drops with real-world marketing moments.
- Managed team of 14 producers and worked with a distributed dev team across time zones.

Farmville: Country Escape (2017–2020) · \$30M+ annual revenue · Casual

- Ran live ops for a casual game with a loyal, long-term player base. Different challenge — these players notice and care when you get the pacing wrong.
- Managed content calendar balancing seasonal events, feature drops, and monetization. The rhythm mattered more here than anywhere else.
- Launched Boat Race — guild vs. guild competition with daily engagement hooks. Drove 10% game growth.
- Built the India studio team, improved content delivery efficiency by 12%.

Earlier: Lead Producer on Farmville 2 Web · Senior Producer on Chefville & Mafia Wars · Global Production Council member

Founder

AyAuto Radio Rickshaws · Pune · 2011 – 2012

On-demand rickshaw service. Scaled to 300+ drivers and 2,000+ daily rides in three months.

SIDE PROJECTS github.com/ssupppp

- **Bowldem** — Wordle-style daily puzzle game for cricket fans. Built the core game logic, hint system, and streak tracking. Wanted to see if the format could work for sports trivia.
- **Really Bad Helicopter Game** — Intentionally janky endless flyer. A weekend project to mess around with physics and procedural generation. It's bad on purpose (mostly).
- **AI Fantasy Team Rater** — Tool that analyzes fantasy cricket teams and gives feedback using LLMs. Built to scratch my own itch during IPL season.