Artem Zaporozhets

Lead System Designer | Expert in F2P Game Systems, Balance & LiveOps Monetization

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Summary

Experienced system game designer with over 10 years of experience creating and monetizing video games for mobile and PC platforms. Specialization in free-to-play models, balancing of game systems, development of unique gameplay and product management. Ability to analyze KPIs and adapt games to different audience segments.

Skills:

- **System/Game Design💎**
  - Systems Design
  - Game Design
  - Game Economy Design
  - Game Balance
  - Technical Design
  - Systems Thinking
- **Monetization and Product💰**
  - Monetization
  - Product Management
  - Audience Segmentation
  - Behavioral Segmentation
- **Analytical skills📊**
  - Data analysis
  - Data-driven Decision Making
  - A/B Testing
  - Economy Financial Modeling

- **Leadership and Soft Skills 🤝**
  - Team Leadership
  - Strategic Planning
  - Strategic Thinking
  - Cross-Functional Team Management
- **Technical Skills and Tools 🛠️**
  - Unity
  - Unreal Engine
  - JIRA
  - Confluence
- **Specialized/Other skills 💡**
  - Blockchain
  - Physics

Languages:

- English
- Ukrainian

Education:

Ukraine, BDPU, Master's Degree in Physics (2004 - 2009)

Professional Experience:

Outfit 7, Game Monetization / System Designer

July 2023 - for now

- Spearheaded a data-driven player segmentation methodology across 10+ titles, transforming A/B testing and feature deployment to significantly boost LTV (e.g., +7.3% & +5.2% in key segments).
- Continuously evolve this segmentation strategy for new features and LiveOps, ensuring optimized player engagement and monetization across diverse global audiences.

Stepico / IMMUTABLE, Principal Systems Designer

February 2022 - December 2022

- As Principal Systems Designer, architected core game balance and progression systems, covering 300+ items, 70+ characters, and difficulty curves for 2000+ combat encounters, ensuring deep and engaging player experiences.
- Developed innovative semi-automated systems and tools for the monetization team, significantly improving operational efficiency and data-driven decision-making for monetization strategies.

DreamateGames, Principal Systems Designer

March 2021 - Jan 2022, Kiev Region, Ukraine

- As Principal Systems Designer, developed foundational mathematical models for combat encounters and architected the core game economy from the ground up.
- Designed and implemented an innovative item regeneration system and the underlying logic for in-game physical (kinetic) effects, adding unique layers to gameplay.

The End of Time, Producer / System Game Designer

March 2020 - March 2021, Kiev Region, Ukraine

- As Producer & System Game Designer, led the creation of a turn-based strategy game's vertical slice from concept to a publisher-ready state, successfully securing a publishing deal.
- Designed the unique core gameplay, USP, and meta-gameplay (inspired by the Hyperion novels) for this tactical turn-based strategy, including foundational balance and progression systems.

JavaRush, Analyst / Game Designer

February 2018 - Dec 2021, Kiev Region, Ukraine

- As Analyst & Game Designer, conceived and implemented comprehensive gamification strategies across the platform, directly resulting in a +70% increase in company profit within the first year.
- Spearheaded the establishment and successful development of the company's R&D department, fostering innovation and contributing to sustained growth in subsequent years.

Playtagon, Lead Game Designer / Producer

February 2017 - February 2018, Kiev Region, Ukraine

- As Lead Game Designer & Producer, managed a team of 15 professionals, overseeing feature prioritization and the full development cycle for key project initiatives.
- Spearheaded a successful, complete redesign of the game's meta gameplay and architected a new soft monetization model that proved highly effective; also led UX design efforts.

KEVURU GAMES, Game Designer

March 2016 - December 2016

- Contributed to GDD development, game balancing, and polishing; also supervised design and development tasks on various projects.

Unreal Space, Game Designer

August 2015 - March 2016

● Drove key game design aspects including documentation, concepting, mechanics design, and UI elements.

TutoTOONS, Game Designer

March 2015 - August 2015

● Independently developed multiple mobile games from initial concept through the full development and publishing cycle using the company's proprietary platform.

Itrustore Games, Game Designer

September 2013 - February 2014

● Focused on game design and level   development for titles in the Tower Defense genre.