

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:

Principal System Design Consultant | Lavurso Sentima (Self-Employed)

Dec 2022 – Present

- Advising on tailored F2P monetization models and developing strategic content plans to drive player engagement and revenue.
- Providing expert guidance on core gameplay finalization, system design, and game balance tuning for an optimal player experience.
- Assisting teams in creating compelling vertical slices and prototypes that effectively showcase key gameplay and product vision.

Outfit 7, Game Monetization / System Designer

July 2023 - June 2025

- 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.