

Artem Zaporozhets

Principal Product Manager (Economy & Strategy)

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Summary

Data-driven **Principal Product Manager** with 10+ years of experience scaling revenue in digital ecosystems. Specialization in **Game Economy**, **Slot Math logic (RNG)**, and **LTV maximization**. Leveraging a Physics background to drive profit through behavioral segmentation and risk management.

Skills:

- **Product Management** 💰
 - Product Roadmap Ownership
 - LTV Maximization
 - VIP Segmentation & Retention
 - Monetization Architecture
 - LiveOps Strategy
- **Game Economy & Casino Math** 💎
 - Economy Modeling
 - Slot Math & RNG Logic
 - Probability & Statistics
 - Volatility / RTP Tuning
 - Inflation Control
- **Analytical skills** 📊
 - Behavioral Economics
 - Data-Driven Decision Making
 - A/B Testing
 - Risk Management
- **Leadership & Tools** 🤝
 - Cross-Functional Team Leadership
 - Strategic Planning
 - Stakeholder Management
 - Strategic Thinking
 - Excel / Google Sheets (Advanced Modeling)
 - JIRA / Confluence / Unity (Basics)

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, remote job

- Designed, architected, and coded the Working Vertical Slice for "[Lavurso Sentima Tools](#)" – a specialized B2B SaaS platform that automates and visualizes complex LiveOps economy balancing.
- 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

Projects: [Talking Tom](#) and other games of ecosystem (F2P for kids)

July 2023 - June 2025, remote job

- Spearheaded complex **geo-segmentation and ecological monetization ecosystems** for massive kid-safe F2P audiences (My Talking Tom franchise scale). Delivered +7.3% LTV via ethical LiveOps personalization.
- 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

Project: ['Guild of Guardians'](#) (Flagship Web3 AAA RPG)

February 2022 - December 2022, remote job

- Balanced the entire economy ecosystem: from tokenomics pricing models to combat math for 2000+ encounters and 300+ items.
- 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

Project: ['New Arc Line'](#) (AAA CRPG, PC/Console)

March 2021 - Jan 2022, Kyiv Region, Ukraine

- Built foundational combat math models and physics-based interaction systems inspired by classic RPG depth.
- 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

Project: Rebecca Fly (turn based strategy PC)

March 2020 - March 2021, Kyiv 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, Product Manager (Growth & Gamification)

Projects: [JavaRush](#), [Codegym Java](#)

February 2018 - Dec 2021, Kyiv Region, Ukraine

- Applied hardcore game economy principles to education, resulting in +70% company profit growth.

- 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

Projects: [Heroes Rage](#) (F2P real-time multiplayer battle arena)

February 2017 - February 2018, Kyiv 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

Projects: mach3 F2p

March 2016 - December 2016, Kyiv Region, Ukraine

- 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, remote job

- 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, remote job

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