

Artem Zaporozhets

Principal Economy & Systems Designer
Naavik Fractional Talent



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Summary

Principal Economy & Systems Designer and Member of Naavik Fractional Talent 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.

Professional Experience:

Naavik | Principal Economy & Systems Designer (Fractional Talent)

Feb 2026 - Present (remote)

- Selected member of the exclusive [Naavik Fractional Talent](#) collective. Consulting partner studios on Game Economy, Monetization Strategy, and System Architecture for F2P/Hybrid titles.

Lavurso Sentima | Founder | Principal System Designer

Dec 2022 - Present (remote)

- Developing [LS-Tools](#): Architecting a B2B SaaS platform for automated F2P economy.
- Consulting Track Record: Optimized RNG math for **ClickClack Games** (Slots+RPG); engineered hybrid meta-layer for **Futura Games** to achieve profitability; refined core loop for **Socrates** (secured funding).

Outfit7 | Game Monetization / System Game Designer

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

July 2023 to June 2025, Slovenia, Ljubljana (remote)

- 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.

Immutable (via Stepico) | Principal Systems Game Designer

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

February 2022 to 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 Game Designer

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

March 2021 to 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 to 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 to 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 to 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 to 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 to March 2016, remote job

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

TutoTOONS | Game Designer

March 2015 to 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 to February 2014, remote job

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

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, Cursor
- **Specialized/Other skills:** Blockchain, Physics

Languages:

- English (Full professional proficiency)
- Ukrainian (Native or bilingual proficiency)

Education:

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