

Alex Creo

Lead Game Designer / Product Owner

Contacts

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Experience

Naxeex | Prototypes

Game Designer / Product Owner

April 2023 — May 2025

Rumble Run / Elemental Seeker and others

Senior Game Designer / Product-owner

Naxeex is a mobile game development company with over a billion game downloads.

- I shipped 5+ mobile prototypes in different genres: Rumble Run (Game Show), Elemental Seeker (Super-hero Action), Shootdome, Blacksmith Master, Speed Rush (Racing), Tentacle Drift, Risk Race (Squid Game), Parkour-like runner.
- Achieved 31% D1 retention and €0.01 CPI in acquisition by gameplay
- Led a cross-functional team of up to 10 developers, artists, and designers
- Wrote detailed GDDs covering core loops, meta-systems, and monetization mechanics
- Balanced gameplay and economy using analytics, A/B testing, and live player data
- Produced ad creatives for social platforms and refined UA strategy based on results

Retirement

Career Break

February 2023 — March 2023 (2 months)

Playgendary | Kick the Buddy

Game Designer / Product Owner

October 2022 — January 2023 (4 months)

I dealt with a redesign of the whole game, i planned sprints, managed the team, prepared features and documentation, worked with player onboarding and advertisement implementation and researched analytics.

Relocation

Career Break

August 2022 — September 2022 (4 months)

Cubic Games (ex Lightmap) | Pixel Gun 3D

Monetization / Live-ops / Senior Game Designer

April 2020 — July 2022 (2 years 3 months)

Pixel Gun - live-service open-world, shooter, battle-royale with active community and cubic style.

- Led end-to-end development of meta-features, overseeing concept, implementation, release, and live-ops
- Designed and optimized monetization and retention systems, including ad placements and subscription models
- Conducted in-depth analytics, generated hypotheses, and implemented data-driven solutions
- Reworked the entire player journey from onboarding to max-level progression
- Ran controlled experiments on ad monetization and subscription offers to maximize LTV and engagement
- Served as feature owner, coordinating a cross-functional team of up to 20 members through all development phases and post-launch iterations

Panoramik Inc | Auto Brawl Chess | Mighty Party

Senior Game Designer

November 2018 — April 2020 (1 year 5 months)

Mighty Party — collectible card game with turn-based core battles. Chick Wars - adult clone, Auto Brawl Chess – one more Auto Chess clone.

Mighty Party – collectible card game with turn-based core battles.

- Designed and implemented in-game repeatable events and holiday mechanics
- Customized and optimized meta-activities using Google Sheets
- Authored comprehensive process and design documentation in Confluence
- Defined, prioritized, and assigned clear tasks for the team in YouTrack
- Conceptualized UI/UX prototypes directly in Unity
- Monitored and analyzed game metrics in DevtoDev and Tabix
- Developed internal tools for event setup and automated data analysis

Auto Brawl Chess – one more Auto Chess clone.

- Worked as a Game Designer on Auto Battle Chess and an unannounced project
- Designed quest mechanics, core PvP mode systems, and UI
- Worked as SCRUM master, facilitating sprints and improving team workflow
- Managed the work of outsourcing artists, ensuring timely and high-quality asset delivery

Active Games | Lordmancer 2

Lead Game Designer

October 2015 — November 2018 (3 years 2 months)

Lordmancer 2 is a MMORPG which attracted millions of PvP fans with an open game market and successfully launched its own cryptocurrency, Lordcoin.

- Designed core gameplay and meta-progression systems (units, heroes, economy, resource drops)
- Balanced daily/weekly activities, onboarding, tutorials, and clan-based interactions
- Created and managed content in Google Sheets; scripted quests in JSON using IntelliJ IDEA
- Built and designed open-world levels in Unity
- Authored detailed documentation in Confluence and structured clear tasks in Asana and Jira
- Analyzed player behavior and game performance using DevtoDev and Kibana
- Scripted gameplay footage and narrative trailers for marketing or in-game use

Self-employed

Game Developer

June 2013 — October 2015 (2 years 5 months)

I created maps for Starcraft and Age of Empires, tried the 2D adventure Unity project, worked as a freelance QA, artist for 2D car platformer, and advisor for UX, created art and animations, searched for information, and self-studied game design in different genres and mechanics.

Skills

Game Design, Game Development, Artificial Intelligence (AI), Agile Methodologies, Web Design, Scrum, User Interface Design, Graphic Design, Interaction Design, Programming Usability, Agile, Public Speaking, Customer Service, Game Design Documents, User Experience (UX)

Tools

Unity, Figma, ChatGPT, Miro, Jira, Asana, YouTrack, Confluence, Notion, Sheets, Adobe Photoshop, devtodev, Kibana, Firebase, AppMagic, Data.ai, C#, Json, Jira, Visual Studio Code