

ALEX CREO

Senior Game Designer

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SUMMARY

Senior Game Designer with 11 years shipping live-service and free-to-play titles across RPG, MMORPG, 4X strategy, shooter, and collectible card genres. Focused on systems, economy, and progression design — from core loop through meta and Live Ops. Led cross-functional teams of up to 20 people and contributed to 13+ shipped projects. Early adopter of AI-assisted design workflows for balancing, content production, and documentation.

EXPERIENCE

Senior Game Designer — Juicy Buttons | March 2026 – June 2026

Last Oasis Survivor

Last Oasis Survivor is a mobile 4X strategy with RPG progression and squad battler combat, rated 4.8 on Google Play.

- Designed 10 quests and first-time user experience (FTUE) mission flows that onboard new players into clan membership, expedition dispatch, and global-map monster hunting
- Built AI-assisted design workflows with Claude Code and custom agents, making bulk parameter edits tens of times faster than manual cell-by-cell editing
- Rebalanced the combat system across 30+ levels and tuned hero, enemy, and monster parameters in dozens of data tables, improving mid-funnel progression and reducing early drop-off
- Configured 100+ monsters on the global map, defining spawn rules and their distribution across territories
- Reworked reward structures and the resource economy to align progression pacing with retention goals
- Consolidated 4 fragmented data sets into formula-driven, single-source design tables adopted by the whole design team
- Shipped 6 live releases as part of a 50-person cross-functional team

Career Break — Content Creation | June 2025 – February 2026

- Produced, edited, and optimized video content for a personal channel covering RPG games and worldbuilding

Senior Game Designer / Product Owner — Naxeex | April 2023 – May 2025

Prototypes

Naxeex is a mobile game developer with over a billion downloads.

- Shipped 5+ mobile prototypes across game show, super-hero action, racing, and runner genres
- Achieved 31% D1 retention and €0.01 CPI on gameplay-driven user acquisition (UA)
- Led a cross-functional team of up to 10 developers, artists, and designers
- Authored detailed game design documents (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 performance

Senior Game Designer / Product Owner — Playgendary | October 2022 – January 2023

Kick the Buddy

- Led a full-game redesign, planning sprints and coordinating the team
- Prepared feature specifications and documentation; reworked player onboarding and ad implementation

Senior Game Designer, Meta & Live Ops — Cubic Games (ex Lightmap) | April 2020 – July 2022

Pixel Gun 3D

Pixel Gun 3D is a live-service multiplayer shooter with 200M+ installs and an active community.

- Led end-to-end development of meta-features as feature owner — concept, implementation, release, and live-ops — coordinating a team of up to 20
- Reworked the entire player journey from onboarding to max-level progression
- Designed and optimized monetization and retention systems, including ad placements and subscription models
- Ran controlled experiments on ad monetization and subscription offers to improve lifetime value (LTV) and engagement
- Conducted in-depth analytics, generated hypotheses, and shipped data-driven solutions

Senior Game Designer — Panoramik Inc | November 2018 – April 2020

Mighty Party, Auto Brawl Chess

Mighty Party is a collectible card game with turn-based battles; Auto Brawl Chess is an auto-battler.

- Designed and shipped repeatable in-game events and seasonal holiday mechanics, raising month-over-month event revenue by 20%
- Designed quest mechanics, PvP mode systems, and UI for Auto Brawl Chess and an unannounced project
- Built internal tools for event configuration and automated data analysis
- Authored design and process documentation in Confluence; defined and prioritized team tasks in YouTrack
- Served as SCRUM master and managed outsourced art delivery

Lead Game Designer — Active Games | October 2015 – November 2018

Lordmancer 2

Lordmancer 2 is an open-world fantasy MMORPG with synchronous PvP, clan territory warfare, and a player-driven marketplace.

- Designed core gameplay and meta-progression systems: units, heroes, economy, and resource drops
- Balanced daily and repeatable activities, onboarding, tutorials, and clan interactions
- Designed and built open-world levels in Unity; wrote and scripted quests in JSON
- Analyzed player behavior and game performance in DevToDev and Kibana
- Scripted narrative trailers and gameplay footage; managed community feedback and social content

EDUCATION

Perm State University (PSU) — Physical Sciences, 2011–2013

LANGUAGES

Russian — native · English — B2

SKILLS

Systems Design, Meta Systems, Combat Design, Economy Design, Player Progression, LiveOps, Retention, F2P Monetization, Feature Ownership, Quest Design, Level Design, FTUE and Onboarding, Core Gameplay, Game Balance, Game Analytics, Funnel Analysis, KPI Analysis, A/B Testing, Player Segmentation, Game Design Documentation, Cross-functional Leadership, Product Ownership, Agile, Scrum

TOOLS

Unity, Google Sheets, Excel, Figma, Miro, Confluence, Jira, Asana, YouTrack, Notion, Claude Code, ChatGPT, Copilot, DevToDev, Kibana, Firebase, AppMagic, JSON, C#