



KATSIARYNA TUMAS

Lead Game Designer / Head of Game Design

LinkedIn: <https://linkedin.com/in/kat-tumas/>

Telegram: @gatamelata

Email: artinlight.tass@gmail.com

Languages: English, Russian, Estonian

Location: Tallinn, Estonia (*open to relocate*)

Resume: <https://katerina-tumas.onepage.me/lead-gd>

Portfolio: <https://katerina-tumas.onepage.me/gd-portfolio>

PROFESSIONAL SUMMARY

Product-focused Game Design Leader & Advisor with 15+ years of industry expertise. Bridging the gap between game design, deep product analytics, and executive decision-making. Proven track record in structuring design workflows, driving retention, and optimizing monetization strategies from pre-production to post-launch scaling and Live Ops.

SELECTED IMPACT

- Full-cycle mobile game leadership across concept, GDD, prototyping, launch, live ops, analytics, monetization, and scaling.
- Worked on products with 10M–50M+ downloads and live service user bases.
- Led and advised cross-functional teams across design, narrative, analytics, art, and production.
- Developed junior designers and structured design workflows, documentation standards, and decision-making processes.

SELECTED PROJECTS



ZOOcraft – 10M+ downloads: *casual city builder, live simulator*



Nitro Nation – 50M+ downloads: *mobile racing, multiplayer*



Wildscapes – 10M+ downloads: *match 3, casual city builder*

EDUCATION & PROFESSIONAL ACTIVITY



Belarusian State University of Informatics and Radioelectronics (2006–2011)

Systems Engineer, Specialist in Information Security and Artificial Intelligence.



Moscow Institute of Physics and Technology *Online*

Game Theory. Combinatorics & Probability.



Conference Participation & Speaking



Speaker at White Nights and DevGAMM; participant at E3 and other events.



Podcasts & Professional Discussions

Industry podcasts and discussions on game design, analytics and product strategy.

CORE EXPERTISE & SKILLS

Product Vision & Feature Ownership

- Defining and evolving product vision from concept to launch and live operations, based on market trends and competitive landscape.
- Designing and optimizing FTUE, onboarding funnels, and player drop-off points.
- Deconstructing successful market competitors to identify growth loops, feature patterns, and product opportunities.

Data-Informed Design & Analytics

- Validating design concepts through product metrics, behavioral data, and A/B testing frameworks.
- Defining analytical requirements for telemetry, event tracking, and player behavior analysis.
- Translating data insights into actionable game design decisions, balancing changes, and feature improvements.

Monetization & Systems Design

- Designing progression systems, game economies, balances, long-term engagement structures.
- Building live service monetization systems: in-game shops, seasonal events, rewarded ad placement, and conversion mechanics.
- Designing retention-focused features for live products with multi-million user bases.

Leadership & Workflow Structuring

- Setting up game design pipelines, workflows, and documentation standards from scratch.
- Aligning cross-functional teams across Design, Analytics, Narrative, Art, and Production.
- Leading multi-project design strategy at Lead / Head / Advisor level.

TOOLS & METHODS

Game Design: GDD, FTUE, economy design, balancing, live ops, feature design, competitor deconstruction

Analytics: A/B testing, telemetry requirements, behavioral data, retention funnels, monetization analysis

Production: Jira, Asana, ClickUp, Miro, Google Workspace, documentation pipelines

WORK EXPERIENCE

KT

External Head of Game Design / Advisor

Mobile Games Consulting | 2025 – Present

- Launched new mobile games from scratch: identified promising market niches, analyzed competitors, validated concepts, and prepared production-ready GDDs.
- Conducted express product audits for mobile studios and publishers: identified growth, monetization, and retention bottlenecks, then built actionable improvement roadmaps.
- Estimated budgets and team workloads, structured production processes, and supported recruitment for new development teams.

WORK EXPERIENCE (CONTINUED)



Cross-Project Game Consultant

Hybrid Casual & Hyper Core | FLEXUS (2024-2025)

- Led product and design decisions across multiple hyper-casual and hybrid-casual projects.
- Relaunched and strengthened products through market analysis, competitor deconstruction, and audience alignment.
- Supported feature development, live ops, and production priorities, improving retention, engagement, and monetization potential.



Game Design Expert

Hybrid Casual & Hyper Core | LUB (2024)

- Improved feature quality and product impact through game design review and market-informed recommendations.
- Structured tasks, estimates, and production priorities, increasing development predictability.
- Aligned specialists around product goals, execution priorities, and consistent design decisions.



Narrative Director & Lead GD

Hybrid Casual & PC games | ABYSS (2024)

- Led game design and narrative direction across multiple production teams.
- Built teams and launched projects from concept to production.
- Mentored junior designers, improving documentation, execution quality, and team capability.



Head of Game Design & Narrative

Hybrid Casual & Hyper Core | APPZAVR (2023)

- Relaunched the narrative concept, aligning it with market trends, player expectations, and long-term engagement goals.
- Designed choice-and-consequence systems and narrative-driven progression to support a cohesive player experience.



Game Design Consultant

Casual, Hybrid Casual, Hyper Casual, Hyper Core | Indie etc. (2022-2023)

- Identified product opportunities, risks, and market fit issues, improving concept clarity and publisher readiness.
- Strengthened product decisions across gameplay, retention, monetization and pitch materials.
- Aligned gameplay with target audience expectations, improving engagement potential and product viability.



Lead Game Designer

Mahjong | GLERA GAMES (2021-2022)

- Led design and analytics alignment, improving product decision-making and impact on key metrics.
- Built long-term content strategy and roadmap for stable live product growth.
- Developed designers and introduced documentation standards, improving process quality and predictability.



Team Lead

Hybrid Casual games | LIGHTNEER (2021)

- Developed and validated hyper-casual concepts for publisher testing, improving idea quality and hit-rate potential.
- Prepared prototypes for Voodoo, Supersonic, and other platform tests, accelerating concept selection.

WORK EXPERIENCE (CONTINUED)

Product Owner & GD

 PLAYGENDARY

Hybrid Casual games | PLAYGENDARY (2020)

- Led game development from concept to market test, turning product ideas into functional prototypes.
- Defined product priorities, structured team processes, and guided development within product constraints.

 playrix

Team Lead & GD

Casual games | PLAYRIX (2019 -2020)

- Led end-to-end feature development for a live product, supporting post-launch growth.
- Adapted game mechanics to product constraints, improving system fit and feature effectiveness.
- Organized team workflows, improving delivery speed and execution quality.

 CREATIVE MOBILE

Game Designer & PO

Casual & Hyper Casual games | CREATIVE MOBILE (2016-2019)

- Designed core gameplay, meta, economy, and monetization systems for live mobile products.
- Used analytics and player behavior data to refine product decisions and improve retention, engagement, and revenue.
- Strengthened features and activities, increasing gameplay depth and system effectiveness.

 CREATIVE MOBILE

Head of Analytics

Casual & Midcore games | CREATIVE MOBILE (2012-2016)

- Built product analytics systems translating player data into design and product decisions.
- Implemented A/B testing and event tracking, improving decision quality across live products.
- Identified metric drivers and growth opportunities affecting retention and player behavior.

 EAGLE DYNAMICS

2D artist

PC Simulators | EAGLE DYNAMICS (2011 -2012)

- Created and integrated environment assets for large-scale simulation projects.
- Worked with 2D, 3D, geospatial, and map data pipelines for in-game terrain and scene production.

TEACHING & MENTORSHIP

Mentored junior game designers through documentation reviews, feedback sessions, and production guidance.

Taught game design, narrative design, market analysis, pitching, and AI-assisted workflows.

Created practical learning materials focused on production logic and portfolio-ready outcomes.