KATERINA TUMAS

LEAD / HEAD OF GAME DESIGN
GAME PRODUCER

Building and scaling games from concept to production through structured design, analytics, and cross-functional collaboration.

Game design leader with over 12 years of experience developing mobile games across various genres: *casual, hypercasual, hypercore, midcore.*

Specialized in data-driven design, design improvements and cross-team alignment.

FLUENT IN	MAIN LANGUAGE	LOCATION	WORK FORMAT
English	Russian	Tallinn, Estonia	remotely, ready to move

View PORTFOLIO
https://katerina-tumas.onepage.me/gd-portfolio

Contact me
https://t.me/Gatamelata

12+ YEARS

GAME DEVELOPMENT EXPERIENCE

7+ YEARS

ANALYTICS & PLAYTESTING

PLAYGENDARY · playrix · GLERA GAMES · SUPER SONIC · Voodoo · PLAYGENDARY · playrix · GLERA GAMES

CORE EXPERTISE

LEAD / HEAD OF GAME DESIGN

- PLAYRIX
- GLERA Games
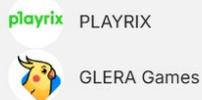
PRODUCT OWNER / GAME PRODUCER

- PLAYGENDARY
- CREATIVE MOBILE

HEAD OF ANALYTICS

- Creative Mobile
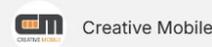
EXPERT CONSULTANT

- Flexus
- LUB

CAREER AND EXPERIENCE PROGRESSION

Cross-Project Game Consultant
FLEXUS (2024)
Hybrid Casual & Hyper Casual

LEAD DESIGN ADVISOR ACROSS MULTIPLE HYPER-CORE & HYPER-CASUAL PROJECTS, FOCUSED ON FEATURE IMPACT —

Feature development and seasonal event design.
Mentoring junior designers.
Supporting key design decisions for revenue-driving titles.
Redesign of an outdated project to align with current market trends.
Adapting a hardcore project for a more casual audience.

Game Design Expert
LUB (2024)
Hybrid Casual & Hyper Core

LEAD GAME DESIGN EXPERT SUPPORTING TEAM DECISIONS AND ALIGNMENT WITH PRODUCT GOALS —

Design decision-making support.
Task decomposition and estimate evaluation.
Coordination of specialists.
Ensuring design alignment with product goals.

Narrative Director & Lead GD
ABYSS (2024)
Hybrid Casual & PC games

NARRATIVE AND GAME DESIGN LEADERSHIP AT SCALE ACROSS MULTIPLE PRODUCTION TEAMS —

Mentored junior designers through training sessions, lectures, and practical assignments.
Co-selected game concepts for production.
Formed teams and led projects from concept approval to full production.
Provided narrative direction across projects.
Contributed to the development of a shared game universe.

Head of Game Design & Narrative
APPZAVR (2023)
Hybrid Casual & Hyper Core

OWNED NARRATIVE-DRIVEN GAME DIRECTION WITH LONG-TERM CHOICE AND CONSEQUENCE SYSTEMS —

Led redesign of an outdated narrative game concept.
Adapted the project to modern market trends and player expectations.
Designed complex choice-consequence systems impacting long-term progression.

Game Desing Consultant
Indie etc. (2022-2023)
Caual, Hybrid Casual, Hyper Casual, Hyper Core

HIGH-LEVEL GAME DESIGN CONSULTING FOR INDIE TEAMS, FROM CONCEPT TO PUBLISHER READINESS —

Holistic game analysis and genre fit evaluation.
Actionable improvement recommendations.
Target audience definition and gameplay alignment.
Product positioning and publisher readiness advice.
Go-to-market considerations and common pitfalls.

Lead Game Designer
GLERA GAMES (2021-2022)
Mahjong

LEAD GAME DESIGNER ALIGNING DESIGN AND ANALYTICS FOR A LIVE SERVICE PRODUCT —

Cross-team communication between design and analytics.
Built long-term content backlog and roadmap.
Mentored designers in documentation standards and workflows.

Team Lead
LIGHTNEER (2021)
Hyper Casual games

RAPID HYPER-CASUAL PROTOTYPING AND CONCEPT VALIDATION FOR PUBLISHER TESTING —

Designed and prototyped multiple hyper-casual concepts.
Worked in a small, fast-paced designer+developer setup.
Prepared projects for publisher testing (**Voodoo, Supersonic**).
Initiated dedicated trend research role to improve hit rate.

Product Owner & GD
PLAYGENDARY (2020)
Hyper Casual games

LED A CROSS-FUNCTIONAL TEAM FROM EARLY CONCEPT TO PRODUCTION RELEASE —

Established internal communication and task ownership.
Coordinated game design with other departments.

Team Lead & GD
PLAYRIX (2019 -2020)
Casual games

POST-LAUNCH FEATURE LEADERSHIP FOR A LIVE CASUAL GAME —

Led a small cross-functional team post-launch.
Delivered production-ready features.
Integrated proven mechanics without disrupting core systems.
Improved feature UX for player adoption.

Game Designer & PO
CREATIVE MOBILE(2016-2019)
Casual & Hyper Casual games

DESIGNED GAMEPLAY, META, AND MONETIZATION SYSTEMS FOR LIVE CASUAL GAMES —

Gameplay features and meta systems across multiple live projects.
Monetization systems: shops, currencies, daily routines.
Mini-games and side activities for retention.
Feature design based on market trends and player behavior.
Live iteration, balancing, and analytics-driven improvements.

Head of Analytics
CREATIVE MOBILE(2012-2016)
Casual & Midcore games

BUILT ANALYTICS SYSTEMS TRANSLATING DATA INTO DESIGN AND PRODUCT DECISIONS —

Funnels, dependencies, event tracking.
A/B tests and playtests.
Deep gameplay and feature analysis.
Root-cause analysis of metric drops.
Internal and external presentation of insights.

2D artist
EAGLE DYNAMICS(2011 -2012)
PC Simulators

ENVIRONMENT AND TERRAIN ART FOR PC FLIGHT SIMULATION PROJECTS —

2D terrain and 3D vegetation assets.
Integration into projection-based environments.
Work with physical cockpit systems.

KEY PROJECTS

CASUAL CITY BUILDER, LIVE SIMMULATOR

ZOOCRAFT
CRETIVE MOBILE

| Analyst and Game Designer

Just Zoo it! Build your own unique zoo, exhibit more than 200 creatures, breed cute animal babies and discover new species by making genetic experiments.

Casual zoo management simulation where players build, expand, and customize their own zoo, breed animals, manage resources, and attract visitors through progression-driven gameplay and live events.

- 15+ MILLION DOWNLOADS
- ★ 4.5 RATING
- 450 000 REVIEWS
- 1400 REVIEWERS

Google Play available | **App Store** available

MATCH 3, CASUAL CITY BUILDER

WILDSCAPES
PLAYRIX

| Team Lead & Game Designer

Create your dream zoo with dozens of adorable animals by solving colorful puzzles! Build spacious enclosures for animals and make your zoo visitor-friendly with cafes, fountains, playgrounds, and more! Learn about species from all over the world and create the best zoo ever!

Casual renovation game combining match-3 gameplay with narrative progression, where players restore and customize a wildlife park by completing puzzle levels and story-driven tasks.

- 20+ MILLION DOWNLOADS
- ★ 4.7 RATING
- 411 000 REVIEWS
- 74 000 REVIEWERS

Google Play available | **App Store** available

RACING, MULTIPLAYER

NITRO NATION
CRETIVE MOBILE

| Analyst & Game Designer

Nitro Nation takes drag and drift racing to the next level with a 3D world full of stunning new customizable cars, unique racing physics, and unlimited in-depth gameplay that guarantees racers an unforgettable experience — all on your mobile device!

Free-to-play drag racing game focused on car collection, deep customization, competitive modes, and performance-based progression.

- 60+ MILLION DOWNLOADS
- ★ 4.6 RATING
- 1.59 MILLION REVIEWS
- 35 000 REVIEWERS

Google Play available | **App Store** available

WORKING STYLE

How I approach product leadership and game design in practice.

A structured, pragmatic approach to game design leadership focused on clarity, alignment, and long-term product health.

DATA-INFORMED, PLAYER-FIRST DECISION MAKING

Use of analytics, playtests, and market signals to validate design direction without replacing design judgment with raw data.

CROSS-FUNCTIONAL ALIGNMENT

Alignment of game design, analytics, production, and development around shared goals and clear priorities.

SCALABLE DESIGN SYSTEMS

Building documentation, backlogs, and roadmaps that support consistent development and live operations over time.

MARKET-AWARE PRODUCT THINKING

Design decisions grounded in audience expectations, genre benchmarks, and real publisher constraints.

STRATEGIC AND HANDS-ON LEADERSHIP

Balance between high-level product vision and deep involvement in mechanics, systems, and live metrics when required.

CALM EXECUTION IN COMPLEX ENVIRONMENTS

Effective work within live projects, legacy systems, redesigns, and ambiguous problem spaces.

Focused on building strong, scalable products — from concept to long-term live operations.

DESIGN METHODS & PRODUCT PRACTICE

GAME DESIGN & PRODUCTION

Core game design competencies applied across multiple genres and live products

CORE LOOP DESIGN

META SYSTEMS DESIGN

LIVE OPS & EVENTS

PROGRESSION & ECONOMY

FEATURE PROTOTYPING

RETENTION & ENGAGEMENT DESIGN

UNITY
Configuring Features, Customizing Assets, Creating Levels, Testing

ANALYTICS & VALIDATION

Data-driven validation of product decisions, monetization, and player behavior

AUDIENCE SEGMENTATION

MONETIZATION ANALYSIS

A/B TESTING

PLAYTESTS & QUALITATIVE RESEARCH

GOOGLE ANALYTICS

FLURRY

SWRVE

AMPLITUDE

PROCESS & DOCUMENTATION

Structuring collaboration, ownership, and decision-making at scale

ROADMAPPING & PRIORITIZATION

RETROSPECTIVES & POSTMORTEMS

OWNERSHIP & ACCOUNTABILITY MAPPING

LIVE OPS PLANNING CADENCE

CROSS-TEAM SYNC RITUALS

GOOGLE TOOLS

JIRA

NOTION

ASANA

SLACK

BITRIX24

MICROSOFT OFFICE

VISUAL & UX TOOLS

High-quality art feedback and visual references to support design clarity and production alignment.

FIGMA

CANVA

ADOBE PRODUCTS

MIRO

PRODUCT & MARKET ANALYSIS

Turning market signals and competitive data into clear product direction

COMPETITOR DECONSTRUCTION

FEATURE VIABILITY ASSESSMENT

PUBLISHER READINESS

SOFT LAUNCH EVALUATION

SENSOR TOWER

APPMAGIC

DATA.AI

GOOGPLE PLAY

APP STORE

STEAM

AI & CREATIVE SUPPORT

AI-assisted ideation & rapid iteration

MIDJOURNEY

CHATGPT

GEMINI

SUNO

VOISER

EDUCATION & KNOWLEDGE SHARING

BELARUSIAN STATE UNIVERSITY OF INFORMATICS AND RADIOELECTRONICS (2006-2011)
Higher Technical Education. Systems Engineer, Specialist in Information Security and Artificial Intelligence.

BELARUSIAN RAILWAYS (2010-2011)
Programming using artificial intelligence methods.

MOSCOW INSTITUTE OF PHYSICS AND TECHNOLOGY (ONLINE)
Game Theory Course. Cominatorics and Probability Theory Course.

CONFERENCE PARTICIPATION & SPEAKING
Speaker and active participant at major game development conferences and industry events, including **WhiteNights, DevGAMM, E3**, as well as other regional and international meetups.

PODCASTS & PROFESSIONAL DISCUSSIONS
Participation in industry podcasts and recorded discussions focused on game design, analytics, production processes, and product strategy.

CONTINUOUS PROFESSIONAL DEVELOPMENT
Ongoing self-education through industry literature, research articles, case studies, and short-form professional courses in game design, analytics, leadership, and product management.

OPEN TO <u>SENIOR / LEAD / HEAD</u> OF GAME DESIGN ROLES

Product-focused leadership roles in established teams and large-scale live products.

MY CONTACTS

✉ artinlight.tass@gmail.com

✈ https://t.me/Gatamelata

in https://www.linkedin.com/in/kat-tumas/

◎ https://www.instagram.com/gatamelata/

★ https://katerina-tumas.onepage.me/