

# YEVGENIY URSOL — Senior Product Manager (Games)

Warsaw, Poland • Phone: +48 570 274 052 • Email: yevgeniy@ursol.pro

LinkedIn: <https://www.linkedin.com/in/gvindor> • Portfolio: <https://www.ursol.pro>

## Summary

Senior Product Manager in F2P mobile games. Ship 0→1 and run LiveOps on multi-million DAU titles. Monetization (IAP offers, subscriptions, rewarded/interstitial with caps) and retention systems (collections, progression, events). A/B testing, soft launches, KPI ownership (conversion to payer, ARPDau/ARPPU, LTV, Retention D1/D7/D30). Clear player experience (no dark patterns). Owned P&L at Azur Games (forecast, budget, ROI) and mentored PMs at Outfit7 (experiments, roadmaps, reviews). Open to relocation/remote.

## Experience

**Outfit7 — Senior Product Manager / Product Lead** — Remote (Poland) | Feb 2024–Present

### R&D Lead – New Games (Internal)

- Lead a cross-functional R&D group (PMs, game designers, engineers) exploring multiple concepts in parallel with a fail-fast cadence.
- Own the 0→1 pipeline end-to-end: Ideation → Concept → GDD → Prototype → CPI/RD1/RD3 tests → Iteration (retention, monetization) → Soft Launch → Global Launch.
- Define greenlight gates and KPI thresholds (CPI/CTR, D1/D3, early LTV/ROAS), choosing UA channels and launch campaigns per concept.
- Systematize experiment design (hypotheses, success metrics, learning reports) to increase velocity and decision quality.
- Genre focus: Puzzle first, while scouting adjacent genres that fit the Talking Tom & Friends brand; incorporate meta, monetization strategy ( IAPs / Ads.)

### My Talking Tom Friends 2 — Launch

- #1 in US (Casual & Simulator, iOS + Android, Jul 2025); 20M+ first-month installs; sustained 4M installs/month; Rating: 4.3; finalist: Mobile Game of the Year (GamingOnPhone).
- Designed monetization: rewarded + interstitial ads with caps/safe timing; targeted IAP bundles; clear pricing.
- Planned A/B tests for onboarding, rewards, and economy; used D1/D7/D30, ARPDau, and ad watches/DAU to guide changes.
- Worked with UA/marketing on launch campaign, UA spend, and Store featuring; weekly KPI updates.

- Owned post-launch vision and roadmap; New features, liveOps with focus on KPIs.
- Led a 45+ person cross-functional team (Product/UX/GD, Engineering, Analytics, QA, UA/Marketing).
- Roadmap prioritization, based on the strategy and business impact (ROI).

#### **Talking Tom Gold Run — LiveOps**

- 3–5M DAU; owned LiveOps roadmap (events/meta); sustained DAU and increased ARPDAU via cadence and economy tuning.
- Delivered multiple updates with a clear KPI focus
- Highlighted A/B results (feature-level): Chain Offer → +18% LTV in ad-heavy setup; Lava Escape + Battle Pass → ARPDAU +20–22%, D1 +4%, D3 +8%.

#### **Talking Tom Hero Dash — LiveOps**

- 2–3M DAU; ran LiveOps roadmap, events, and store campaigns; sustained DAU and ARPDAU.
- Delivered multiple updates with a clear KPI focus
- Highlights: Sticker Album (collection meta); “Miraculous Ladybug” collaboration → 2× revenue during event with positive tail.

#### **Company-wide Outfit7 impact**

- Mentored PMs: weekly experiment reviews, roadmap prioritization, and PRD feedback; assessed A/B tests.
- Launched initiatives for quick idea validation.
- Set up a repeatable A/B process with clear success criteria defined before each test.

#### **Azur Games — Product Manager — Poland | Jul 2022–Sep 2023**

- Owned title P&L (forecast, budget, ROI): set quarterly revenue targets; managed UA/testing spend vs ROAS/LTV payback.
- Optimized revenue mix (IAP + ads) and feature ROI; reallocated spend to high-return beats → improved margin and more predictable cash flow.
- Launched/scaled mobile titles from concept to global; 150M+ installs across titles.
- Ads-based and hybrid monetization; led product strategy for retention, engagement, LTV, monetization.
- CPI tests, soft launches; owned LiveOps, A/B testing, and feature performance analysis.
- Shipped: Craft Commander; Mommy Maze; Monster Horde; Drone Defender; Police Rage; Train Defence; Battle Control; Hide in the Backrooms Nextbots.
- Live Ops: Drawmaster; Hitmaster; Escape Master; S.T.A.R; Iron Suite; Monster Play Time.

## **Budge Studios — Product Manager** — Remote (Canada) | May 2022–Jul 2022

- Monetization improvements from player data; managed roadmaps for branded children's games.

## **Bini Bambini — Product Manager** — Ukraine | Feb 2021–May 2022

- Grew engagement and LTV via retention systems and content pacing; ads + subscriptions.
- Led A/B of paywalls and onboarding to improve conversion to subscription, ARPU, and ARPPU.
- Shipped three new titles.

## **LiveXP — Product Owner** — Cyprus | Oct 2020–Feb 2021

- Product strategy for language-learning app with live video; owned features 0→delivery; roadmap and cross-team collaboration.

## **Skills**

### **Monetization & LiveOps:**

- IAP pricing/offers/bundles, subscriptions, battle pass, chain offers
- Event cadence planning, content drops, store campaigns
- Economy: sources/sinks, balancing, caps/cooldowns
- Ads: rewarded video, interstitial pacing, frequency caps, brand-safe placement
- Remote config and feature flags
- P&L/Co-ownership, budgeting & forecasting, variance analysis, LTV/CPI modeling, ROAS/payback windows, channel mix optimization, creative testing & iteration, pricing/offer tests.

### **Metrics & Experimentation:**

- KPI ownership: Retention D1/D7/D30, ARPDAU, ARPPU, LTV, payer conversion, ad watches/DAU
- A/B test design, cohort analysis, retention curves, soft-launch strategy
- Weekly KPI reviews and decision-making from data (Data-driven)

### **Execution & Leadership:**

- PRDs/specs, roadmaps, backlog and sprint planning
- Cross-functional delivery with Product/UX/GD, Engineering, Analytics, QA, UA/Marketing
- Stakeholder communication, risk management, on-time feature delivery
- App Store/Google Play readiness and launch coordination

### **Player Experience & Compliance:**

- Clear pricing, no dark patterns
- Brand-safety for ads; age-appropriate presentation

### Education & Certifications

- Bachelor's Degree in Economics — National Transport University, Ukraine (2011)
- Product Management Certification — Hillel IT School (2020)
- Game Design Documentation Certification — Dev2Dev (2021)

### Tools

- Analytics: Amplitude; Looker/Tableau; spreadsheets
- Attribution: AppsFlyer/Adjust
- Data: SQL (basic)

### Languages

- English (C2, Proficient)
- Ukrainian (Native)
- Russian (Native)
- Polish (A1, Beginner)

### Travel & Work Status

- Open to relocate;

### Selected Press

- GamingOnPhone Awards finalist (My Talking Tom Friends 2):  
<https://gamingonphone.com/gamingonphone-awards-2025/>