

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

My Talking Tom Friends 2 — Launch

- #1 in US (Casual & Simulator, iOS + Android, Jul 2025); 20M+ first-month installs; sustained 7–8M 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 install targets, spend, and featuring; weekly KPI updates.
- Owned post-launch vision and roadmap; balanced features, cadence, and QoL.
- 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.
- A/B results (feature-level): Chain Offer → +18% LTV in ad-heavy setup (normalized lower after full rollout); Lava Escape + Battle Pass → ARPDau +20–22%, D1 +4%, D3 +8%.
- Set event KPIs; tuned sources/sinks; shipped features to hit ARPDau, conversion, and retention targets.

Talking Tom Hero Dash — LiveOps

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

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 — Advanced

Travel & Work Status

- US B1/B2 visa (valid through 2026)
- Open to relocate; willing to work US time zones

Selected Press

- GamingOnPhone Awards finalist (My Talking Tom Friends 2)