

# Andrey Surov

Game Producer, Product Owner

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[LinkedIn](#)

[Portfolio](#)

## EXPERIENCE

### NAXEEX LTD, Cyprus – Game Producer

2023 – PRESENT

Led R&D department, launched 20+ prototypes with improving metrics (retention D1 35%). Soft-launched and monetized two prototypes. Created internal knowledge base (game design, art, marketing, market analysis). Provided feedback and improvements for legacy games. Responsible for specs, references, build testing, balance tuning, backlog grooming, analytics, stakeholder reporting. Managed a team of 9+. Games: [Rope Hero: Cheatground MOD](#) (5 MM installs, gta sandbox), [Elemental Seeker](#) (100K, immersive sim)

### FEOFUN LTD, Cyprus – Game Producer (Head, Executive)

2019 – 2023

Built game department from scratch into a successful team. Created numerous concepts. Got [1st place](#) in SuperSonic publisher contest (2021). Handled game design, ideation, hiring/firing, roadmap planning. Communication with publishers and stakeholders. Managed a team of 12+. Games: [Elemental Master](#) (50 MM installs, 1 MM revenue), [Trucker Real Wheels](#) (10 MM installs, 500 k revenue), [Train Rush](#), [Tentacles Attack](#), etc.

### G5 Entertainment AB, Moscow – LiveOps Producer

2019 – 2019

Worked with hidden object genre and G5's approach to casual/hog development and UA. Attended G5 conference in Turkey for experience exchange. Game: [The Hidden Treasures](#)

### 1C Games, Moscow – Game Producer (Head)

2018 – 2019

R&D in the Space Rangers universe. Took one prototype to pre-production. Released [Space Rangers Legacy](#) mobile game, improved monetization (+27% LTV)

### HeroCraft LTD, Kalinigrad – Producer

2015 – 2018

Selected for the expert group for evaluating publishing candidates. Published several commercially successful titles. Managed two internal development projects.

Games: [Space Arena](#) (PvP, ship customization, client-server – mobile/WebGl), [Dead Shell](#) (rogue-like, android/Steam), etc.

## SKILLS

Game production and design

Concept and ideation

GDD, UI/UX documentation

Game economy, balance, monetization

Game metrics analysis (CPI, Retention, LTV, funnels)

Soft launches and global releases (Google Play, App Store, Steam)

Market understanding (hybrid-casual, midcore, sandbox, HOG)

Team and product management

Department building and scaling

Hiring, training, team leadership

Roadmap creation and production management

Scrum, Agile, Kanban, Gantt

End-to-end production: R&D to publishing

## TOOLS & TECHNOLOGIES

Unity3D

GitLab, Jira, Confluence, Redmine

## **Strategicon, Krasnoyarsk – Founder**

2006 – 2016

Developed a full MMORPG with a 3-person team; still generating revenue after 15+ years. Worked on several outsourced browser games (Flash), secured funding, negotiated with clients. Managed a team of 18+. Game:: [Last Limit Online](#) Mobile MMORPG (synchronous client-server fantasy rpg – android/iOS/web-browser).

2005 – 2006 MobilFon, Krasnoyarsk Chief of Mobile Department. Developed J2ME games

2004 – 2005 Solvo Mobile Ltd, Moscow Chief of Software Department. Developed and launched SMS-based RPG “Battle of Mages” and other mobile/SMS games

## **EDUCATION**

### **KSTU, Krasnoyarsk – Bachelor’s and Master’s degrees**

Krasnoyarsk State Technical University  
Faculty of Informatics and Computer Engineering

## **ABOUT ME**

Lifelong gamer passionate about game development since childhood. Started making games after learning programming, then formed and led development teams. Love creating concepts and inspiring others to bring them to life.

Focused on building marketable, revenue-generating games. Believe success comes from strong, passionate teams.

Enthusiast of all console generations, retro games, board and role-playing games (even published one).

Currently living with my wife in Nicosia, Cyprus.

## **PORTFOLIO**

<http://surov.su/portfolio/>

Excel, Google Sheets

Firebase, AppMetrica analytics

MySQL and client-server architecture (MMORPG, PvP, open world)

## **ADDITIONAL**

English: proficient

Experience in user acquisition and mobile marketing

Worked with publishers (from both developer and publisher side)