

Aleksei Slashchev

Lead Game Designer and Content Lead

10 years in mobile games spanning venture investing, game design, and production. I enjoy growing strong designers and work best when pairing product strategy with hands-on design reviews to evolve design standards.

PROFESSIONAL EXPERIENCE

Perfect Play / Playrix, Belgrade - Lead Game Designer

FEB 2024 - JUL 2026

Led a 20-person team (design, art, narrative) to deliver 27 heavily scripted expeditions across 3 invented content types for a midcore autobattle project. Accelerated production timelines from 6 to 4 months while driving a 34% increase in expedition-related revenue. Managed Live Ops release schedules.

Playrix, Belgrade - Marketing Producer

OCT 2022 - FEB 2024

Co-led a team of 8, driving product vision and raising quality standards for playable ads. Produced 40+ playable ads for Gardenscapes and Homescapes, including a [top-performing playable ad](#) that remained in marketing campaigns for over six months.

MY.GAMES Venture Capital, Moscow - Producer

DEC 2021 - SEP 2022

Evaluated game studio investment opportunities through market research, product analysis, analytics, and team assessment. Created product roadmaps with acquired studios to achieve target KPIs. Worked across Social Casino, Idle Simulation, Choice Narrative, and Merge genres.

Nakusi Games, Moscow - Head of Game Design

JUN 2020 - OCT 2021

Brought two titles from concept to launch, owning product direction through release. Mentored designers across hypercasual and midcore projects and contributed hands-on to a Blast-style game.

Game Insight, Moscow - Head of Casual Games

SEP 2016 - MAY 2020

Progressed from Game Designer on a city builder title to leading a 17-person unit developing Match-3, Solitaire, Mahjong, and Hidden Object game cores. Oversaw the creation of 600+ levels across multiple projects.

EDUCATION

MSTU - Master's & Bachelor's Degrees in Computer Science

Russia, Murmansk | 2010 - 2016

Belgrade, Serbia

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SKILLS

Unit Economics

Product Strategy

Content strategy, style guides, operations

Live Ops

Design Team Skill Growth

Feature and systems design

Prototyping

AI: review workflows, asset creation, and task automation

Unity and internal engines

Miro, Notion, Asana, Jira

PROJECTS

Walking Village. My pet project on creating a game alone with the help of AI.

Questbound. Auto-battle RPG with expedition locations.

Loverz. Realistic visual novel mimicking dating apps.

Sky Heat. 3D shoot'em up about team building and epic spells.

Treasure of Time.

Time-traveling exploration with two cores: Solitaire and Match-3.

LANGUAGES

Russian (Native)

English (Upper-Intermediate)

