PAVEL NECHVAL

MOBILE GAME PRODUCER | PRODUCT DEVELOPMENT & LIVE OPERATIONS
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PROFESSIONAL SUMMARY

Mobile game producer with 8+ years of experience spanning QA, game design, product development, LiveOps and release management. Experienced in translating product direction into clear specifications, priorities and reliable iOS/Android releases across match-3 and trivia titles. Hands-on background in systems design, analytics and AI-assisted content operations.

CORE SKILLS

Product Roadmaps • Sprint Planning • Release Management • Feature Specifications • Live Operations (LiveOps) • Quality Assurance (QA) & Test Automation • Game Economy & Monetization • In-App Purchases (IAP) • App Store & Google Play Releases • AI-Assisted Workflows

WORK EXPERIENCE

BebopBee, Inc (US-based mobile game studio) | Remote | **Apr 2018–Present**

Product Development Manager / Producer | Mar 2023–Present

Earlier progression: *QA Specialist & Game Designer → Assistant Manager of Product Development (Associate Producer)*

- Coordinate end-to-end product delivery and releases for three concurrent titles - Travel Crush 2.0, Animal Crush 2.0 and Smart or Not - across iOS and Android, including weekly downloadable content, patches and hotfixes.
- Translate CEO and product direction into feature specifications, roadmaps, prioritized backlogs, estimates and release scope. Currently coordinate 4–7 contributors and have worked across teams of up to approximately 40 people.
- Own App Store and Google Play releases: build and metadata submission, localization coordination, rejection handling, final release approval and production-incident response.
- Coordinated 100+ metagame scenes since Aug 2025 and helped redesign an AI-assisted video pipeline that reduced art production from 4 to 2 days, technical-art implementation from 2 days to approximately 2 hours, QA from 5 to 1 hour, and configuration from 2 hours to approximately 15 minutes. Later adapted the same approach independently for a second project.
- Designed and tuned match-3 targeting and propeller systems plus competitive/cooperative LiveOps events, taking work from research and specification through engineering, automated simulation testing and release.
- Built an AI-assisted workflow for image and question generation in two days: benchmarked image models in blind quality and cost tests, then designed a reusable brief-to-handoff pipeline for images and trivia with validation, vision QA and cost tracking. It now supports monthly content releases with minimal manual game-design input.
- Contributed to game economy and monetization through sinks and sources, In-App Purchases (IAP) pricing, bundles and offers; collaborated on analytics taxonomy and used Amplitude to investigate feature/IAP performance, player journeys and reported issues.
- Managed QA teams of up to 11 and design teams of up to 6, with some designers supporting level-design QA depending on priorities; supported hiring and owned cross-functional onboarding. Reported progress and maintained roadmap updates during the Big Fish Games publishing partnership.

Selected products: *Travel Crush: Match-3 • Animal Crush: Match-3 Rescue • Smart or Not: Trivia Game*

ADDITIONAL EXPERIENCE

GwentUp | Game Design Specialist (Freelance), Dec 2017–Mar 2018 • Earlier career in advertising content and editorial team leadership, 2009–2016

EDUCATION

Voronezh State University | Five-year Diploma, Journalism, Advertising & PR, 2013

TOOLS & LANGUAGES

Tools: Jira, Linear, Confluence, Trello, Notion, Unity, GitHub, Figma, Miro, Spreadsheets, Amplitude, App Store Connect, Google Play Console, Firebase, Bugsnag, Leanplum, ChatGPT/Codex, Claude Code, Gemini
Languages: English C2 • Russian native