

# Amit Ramanuj

## Product Manager | Growth & LiveOps | Games & Digital Products

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Product Manager with deep expertise in live-ops, monetization, and product growth, with 25+ shipped game titles including The Walking Dead with \$3M/month revenue and 100M+ users. Proven track record of driving product strategy, roadmap execution, and go-to-market success through data-driven decisions and experimentation. Experienced in leading cross-functional teams to deliver high-impact features that drive engagement, retention, and revenue.

### EXPERIENCE

#### **Senior Product Designer, TapNation** - *Vancouver*

NOVEMBER 2024 - PRESENT

- Led delivery of live-operable monetization features, driving a 60% increase in ad revenue.
- Planned and executed A/B tests on monetization & pricing strategy that delivered a 15% uplift in revenue and a 20% boost in user retention
- Owned, planned, and delivered a 3-months live-ops roadmap, increasing player engagement by 35%
- Prioritized and launched seasonal content bundles and time-limited events, increasing IAP revenue by 3x
- Reduced development iteration cycles by 40% through improved workflows and QA processes, accelerating feature delivery

#### **Senior Product Designer, Titangen AI** - *San Francisco*

APRIL 2024 - SEPTEMBER 2024

- Drove go-to-market strategy and led cross-functional execution for the soft launch of “Hell Rush”
- Prioritized and delivered content and monetization features to drive early engagement and revenue, achieving 15% D7 retention, 40-minute session length, and day-1 revenue generation
- Increased IAP revenue by 30% post-launch through A/B testing of pricing strategies and UX optimizations.
- Improved onboarding funnel, reducing early player churn by 50%, and conducted multiple in-person playtests to gather actionable user feedback
- Established a remote config system and improved data analytics pipeline with Firebase, accelerating iteration cycles and enhancing data-driven product decisions

#### **Feature Designer, IUGO Mobile** - *Vancouver*

SEPTEMBER 2020 - NOVEMBER 2023

- Owned design and delivery of core game features, driving a 3x content and a 40% player LTV increase
- Improved early retention by 12% and session length by 7 minutes through optimized level design
- Ensured successful feature launches by planning beta tests and acting on player feedback, achieving strong user adoption and low churn
- Led live-ops initiatives that grew player engagement and monetization through optimized event cadence and targeted offers
- Accelerated release cycles and improved feature quality through close cross-functional collaboration

## PRIOR EXPERIENCE [2011 - 2020]

### Senior Product Designer, Godspeed Games - Pune

JULY 2017 - APRIL 2020

Product Owner & Team Lead, delivering multiple titles including an Xbox racing game.

### Lead Game Designer, CYMPL Studio - Pune

SEPTEMBER 2016 - JUNE 2017

Designed core gameplay and progression systems for top-ranking casual games.

### Project Manager, OpenXcell Technolabs - Ahmedabad

JUNE 2014 - AUGUST 2016

Managed end-to-end delivery of cross-platform mobile games and apps, driving on-time and on-budget releases.

### Game Designer, Box-in Games & Gameanax - Ahmedabad

APRIL 2012 - MAY 2014

Designed and developed core gameplay for F2P mobile games across diverse genres.

### Game Programmer, Iguana Entertainment - Middlesbrough, UK

JANUARY 2011 - JANUARY 2012

Developed core gameplay systems for console and PC games using C++ and proprietary engines.

## CERTIFICATIONS

[Product Manager Certification \(PMC™\)](#) - AUGUST 2024

[PMI Agile Certified Practitioner \(PMI-ACP\)®](#) - JUNE 2021

## SKILLS

- Product Strategy & Roadmapping
- Go-to-Market Strategy & Execution
- Product Lifecycle Management
- Live Operations & Monetization
- A/B Testing & Experimentation
- Data-Driven Decision Making
- Agile Project Management
- Cross-Functional Leadership

**Tools:** Jira, Git, Unity, Unreal Engine, Google Analytics, Firebase

## EDUCATION

MSc Computer Games Programming, Teesside University - UK

BSc Computer Applications, SP University - India