STADNIK
MATEUSZ

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Lead Game Designer & Product Owner with 6+ years in F2P games, combining systems design, monetization and LiveOps with a background in psychology and UX design. Experienced across the full game lifecycle, from concept and AI-assisted development to release and live operations.

EXPERTISE

GAME DESIGN & PRODUCT

Systems design · Core & meta loops
F2P economy · Monetization
Product strategy · Roadmaps
LiveOps · Retention · Social systems
UX · Prioritization · Release planning

DATA & RESEARCH

KPI & funnel analysis · A/B testing
Player motivation · Behavioral design
Interviews · Surveys · Playtests

TOOLS & DEVELOPMENT

Claude · ChatGPT
Unity · Unreal Engine · Prototyping
YAML · XML · JSON
Unity Analytics · AppsFlyer
Google Play Console
App Store Connect · Steam

EDUCATION

PRODUCT & UX DESIGN

SWPS, Wrocław | 2020–2021
Postgraduate studies
ŁAPPKA: app prototype for pet owners

PSYCHOLOGY

UAM, Poznań | 2013–2018
Master's degree in Psychology
Thesis: Psychological correlates of recognising Artificial Intelligence

LANGUAGES

Polish	**Native**
English	**Fluent**
French & German	**Basic**

WORK EXPERIENCE

Adept Games | Lead Game Designer & Product Owner

10/2026 – Present · Contract | Fish Away, Boom Boats, Idle ATC & unannounced titles (NDA)

- **End-to-end ownership:** Independently design and develop games from concept to release, then own ongoing improvements and LiveOps.
- **AI-assisted development: Built 4 games solo in my first 2 weeks** (2 idle, 2 hybrid-casual); now scaling all based on early performance data.
- **Systems & LiveOps:** Design core loops, progression and monetization systems, then iterate through live content and player feedback.

Core Loop | Senior Game Designer & Product Manager

11/2024 – 09/2026 · Full-time | World Eternal Online

- **Revenue impact:** Contributed to **10% month-over-month revenue growth** through game design, monetization and LiveOps.
- **Product ownership:** Owned **core, meta, social and progression systems**, leading features from definition through launch and iteration.
- **LiveOps & monetization:** Optimized events, Battle Pass, pricing and offers.
- **Data & collaboration:** Used **KPIs, funnel analysis and A/B testing** to increase retention, engagement and monetization with cross-functional teams.

Ten Square Games | Game Designer

05/2022 – 11/2024 · Full-time | Fishing Clash

- **Revenue impact:** Delivered a new LiveOps feature that **increased total game revenue by 12%**.
- **Full lifecycle ownership:** Led features and events **from concept and UX through release and iteration**, collaborating across Product, Engineering, Art, UX and Analytics.
- **Player insights:** Used **player data, A/B tests and feedback** to prioritize core, meta, social and LiveOps improvements.

Ten Square Games | Junior Game Designer

06/2021 – 04/2022 · Full-time | Fishing Clash

- **Systems design:** Designed and iterated core and meta features using research, data and A/B testing; collaborated with Product, UX, Engineering, QA and Marketing.

Ten Square Games | Junior LiveOps Designer

06/2020 – 06/2021 · Full-time | Let's Fish · Fishing Clash

- **Live operations:** Designed events, managed the LiveOps calendar and created data-informed sales offers and monetization initiatives.