

ÖMER DEMİR

Product Manager

Phone: +90 534 396 77 25 | Email: omerdemirdev@gmail.com

LinkedIn: [linkedin.com/in/omerdemirfe](https://www.linkedin.com/in/omerdemirfe) | Portfolio: demiromer.com/en

Location: Pendik, Istanbul | Language: English - Upper Intermediate



PROFESSIONAL SUMMARY

Mobile game Product Manager and Game Manager with 6+ years of experience across concept validation, rapid prototyping, marketability testing, production planning, level/editor tool design, funnel analysis, and publisher-facing decision processes. I have worked on 100+ tested game concepts and multiple published mobile titles, combining product thinking, game feel evaluation, data-driven iteration, and team operations. My portfolio site includes selected live examples of prototypes, internal tools, published games, and case studies that support the work summarized in this CV.

CORE SKILLS

- Product Management: roadmap planning, backlog prioritization, product discovery, game concept validation, greenlight/kill/scale decisions, publisher communication, stakeholder alignment.
- Game Management: core loop design, level progression, onboarding, game feel review, economy balancing, content pacing, test build preparation, fail-fast production culture.
- Analytics and Decision Making: CPI, retention, playtime, LTV, level funnel analysis, A/B test planning, cohort comparison, GameAnalytics, Firebase, Looker, Excel / Office.
- Tools and Production: Unity, VS Code, Codex, Claude, Gemini, Blender, Jira, Trello, HTML prototyping, JSON-based level editors, internal web tools, funnel dashboards.
- Team and Operations: team setup, hiring support, onboarding, sprint rituals, cross-functional leadership, daily production flow, review routines, communication between product, design, development, and art.

PROFESSIONAL EXPERIENCE

Product Manager

Tiplay | May 2025 - August 2026

- Owned early-stage mobile game concept evaluation from first idea to greenlight discussion, judging whether the mechanic, first-time user experience, level flow, and production potential were strong enough to justify further investment.
- Built AI-assisted HTML prototypes to validate look & feel, game feel, camera behavior, input response, pacing, and early interaction loops before assigning heavier Unity development resources.
- Prepared first playable demonstrations for the internal team and Game Manager, collected qualitative feedback, and translated it into clear next steps such as iterate, deepen the mechanic, adjust level logic, or move to a new concept.
- Defined A/B test plans around onboarding, first-session pacing, difficulty progression, level funnel behavior, and content sequencing so results could be read against a clear product hypothesis.
- Contributed to live game iteration cycles by improving level funnels for retention and playtime, identifying churn points, pacing problems, unclear mechanics, and difficulty spikes across level progression.
- Designed requirements for JSON-based level editors and internal web tools so level designers and product stakeholders could create, review, and tune content without repeated engineering dependency.
- Coordinated product, game design, development, art, and level design workstreams during sprint planning and daily production, keeping scope, decisions, and next actions clear.

Co-Founder & Project Manager

FE Games | February 2022 - May 2025

- Served as both co-founder and Project Manager, owning studio-level production systems, team organization, publisher communication, game testing processes, and the operating discipline needed to run multiple mobile game experiments in parallel.
- Built, scaled, and managed an 11-person studio team by shaping roles, supporting hiring and onboarding, and defining responsibility splits across game design, development, art, level design, and product ownership.
- Managed daily production workflow for the 11-person team, including sprint planning, task breakdown, backlog prioritization, review cadence, production follow-up, and making sure teams had clear actions instead of broad goals.
- Led marketability testing with Rollic, Voodoo, and Supersonic, coordinating concept pitches, test builds, creative expectations, feedback loops, and iteration priorities across 100+ tested games.
- Evaluated CPI, retention, playtime, LTV, level completion, first-session behavior, and publisher feedback to decide whether projects should be killed, iterated, held, or scaled; also managed D7/D30 update planning and funnel improvement cycles after test results.
- Created a data-driven production culture by turning test results into concrete product decisions, production priorities, and design changes rather than treating analytics as disconnected reporting.
- Worked with developers and designers to define core loops, onboarding flows, progression, content pacing, difficulty curves, economy assumptions, and prototype scope for hyper-casual and hybrid-casual games.
- Balanced founder-level responsibilities with hands-on project management, contributing to strategic direction, operational planning, team morale, and day-to-day execution.

Co-Founder & Game Manager

FE Games | June 2019 - February 2022

- Worked as co-founder and Game Manager during the studio's early stage, contributing to team formation, first production routines, and the approach for generating and testing new mobile game ideas.
- Researched market trends, top chart examples, publisher briefs, competitor mechanics, visual hooks, and short-form gameplay patterns to identify core mechanic opportunities with fast test potential.
- Converted early ideas into playable prototypes by collaborating with developers and using Unity or lightweight prototyping methods to make mechanics testable quickly.
- Defined core loops, first levels, onboarding moments, reward pacing, content logic, and early difficulty progression so prototypes could communicate the intended game feel clearly.
- Reviewed prototypes from a player perspective, focusing on input clarity, feedback timing, camera readability, satisfying interactions, mechanic depth, and marketability test appeal.
- Supported 4 published games that reached 3M+ total downloads, managing level progression, economy balance, onboarding clarity, A/B test planning, in-app purchase iteration, store-readiness feedback, and post-test update planning.
- Built early operating habits around task ownership, production follow-up, review sessions, discipline responsibilities, and a repeatable rhythm from concept to playable build.

SELECTED PORTFOLIO WORK

Connect Up!

End-to-end case study covering initial concept prototype, level editor workflow, content production needs, and the path from prototype validation to App Store publication.

Bouncing Ball

Early evaluation case study showing how a physics-based game feel prototype and level editor were used to understand production potential before deciding to place the project on hold.

Level Funnel Analysis Editor

Live analytical tool for comparing level funnel data across different game versions, making churn points and level performance easier to read side by side.

In-Game Economy Simulator

Internal simulator for testing economy assumptions, balancing scenarios, and user behavior patterns; live version is not public because it contains company-specific economy and performance information.

AI-Assisted First Gameplay Prototypes

HTML prototypes used to show early look & feel to the team, evaluate whether the mechanic has enough promise, and decide whether to iterate or move on to a new idea.

PUBLISHED GAMES

[Slither Squeeze](#), [Rush People](#), [Sort Logic](#), [Zipper Jam Puzzle](#), [Layer Sort Puzzle](#), [Connect Up!](#), [Marble Pack](#), [Stack Roll](#), [Scribble Jam](#), [Lolly Loop](#), [People Up](#), [Candy Shop](#), [Sweet Shop](#)

TOOLS

GameAnalytics, Firebase, Looker, Jira, Trello, Excel, Microsoft Office, Unity, VS Code, Codex, Blender, Claude, Gemini, HTML, JSON, internal level editors, prototype dashboards, funnel analysis tools.

EDUCATION

Kocaeli University

Bachelor's Degree in Business Administration | 2014 - 2018