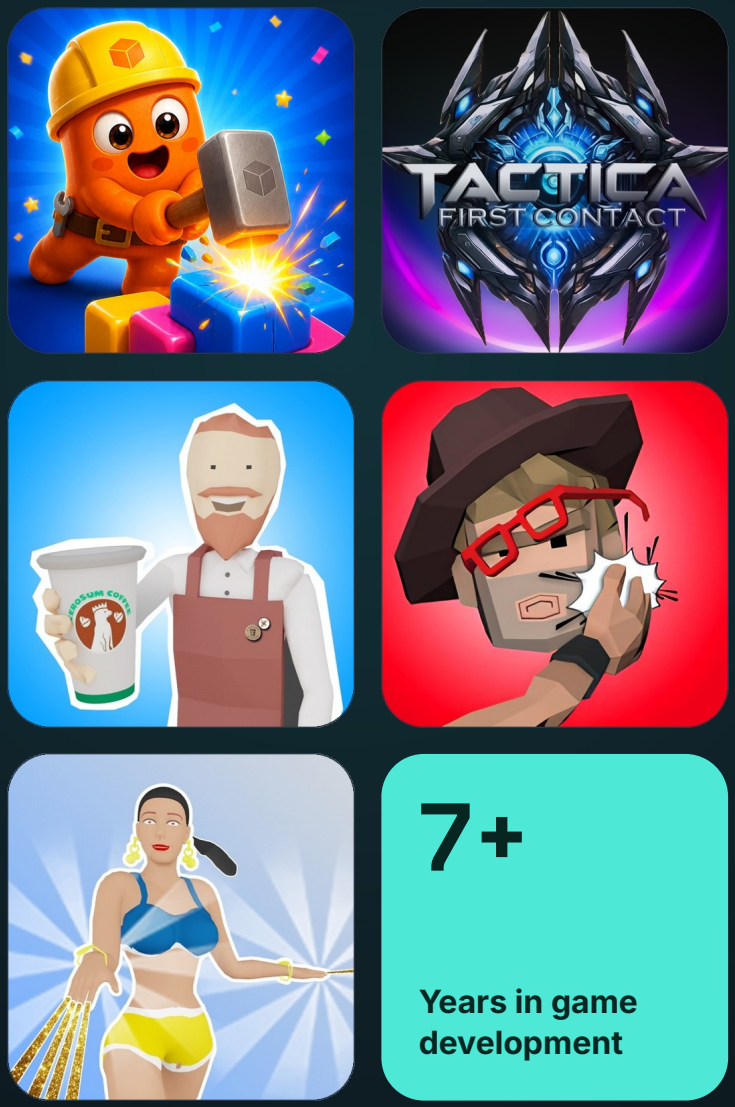
Atilla Kabakcıoğlu

Game Design, Product & Production Portfolio

Game Product Leader | Producer | Game Designer





About me

Game industry professional with 7+ years of experience across mobile, casual, and VR/AR development. My career combines hands-on game design, creative direction, product strategy, and production leadership.

I have contributed to commercially successful mobile games reaching millions of players, directed complex VR/AR game development, and led international multidisciplinary teams from prototyping through release and market validation.

My focus is connecting player experience, creative vision, product decisions, and effective team execution.

7+
Years in game development

11M+
Combined historical downloads across three mobile titles

10+
Team members led across Europe and Vietnam

Career overview

Feb 2026 – Nov 2026	**Senior Product Manager / Team Lead** Athena Studio · Contract	Block Boom: Home Design
Jan 2024 – Jun 2025	**Lead Game Designer / Game Director** Arti XR	Tactica: First Contact
Oct 2021 – May 2023	**Game Designer** Lightneer	F2P concepts and prototypes
Jun 2021 – Oct 2021	**Team Lead / Game Designer** El-Capitan	Led 4 teams, 12 people
Jun 2020 – Jun 2021	**Game Designer** Zerosum Games	Barista Life · Long Nails 3D
Jul 2019 – Jun 2020	**Game Designer** Omicron Games	Slap Masters



ATHENA STUDIO · 2026

Block Boom: Home Design

Senior Product Manager / Team Lead | **Android / iOS development**

Casual Puzzle / Merge / Home Renovation

A casual mobile game combining block-puzzle gameplay with merge mechanics, home renovation, and progression systems. Built by a multidisciplinary remote team across Europe and Vietnam, from early prototypes through public release and market validation.



Block Boom on Google Play

PRODUCT STRATEGY & DIRECTION

- Roadmap and feature prioritization
- Core puzzle, merge and renovation direction
- Creative choices tied to feedback and analytics

PRODUCTION & LEADERSHIP

- Led 10+ people across Europe and Vietnam
- Sprints, milestones and resource priorities
- Coordinated design, engineering, art and QA

PLAYER EXPERIENCE & VALIDATION

- Playtests, market tests and analytics reviews
- Retention, session length and CPI data
- Priorities set on onboarding and balancing



BLOCK BOOM: HOME DESIGN

Production & Product Leadership

TEAM ACHIEVEMENTS UNDER MY LEADERSHIP

10+
Team members across Europe and Vietnam

300+
Milestone 0 tasks completed by the team

~95%
Planned Milestone 0 scope delivered

Released
Public Google Play release after prototyping

PRODUCTION IMPROVEMENTS I HELPED DRIVE

- More structured sprint preparation and ownership
- Clearer task definitions and cross-team handoffs
- Improved cross-team communication and visibility
- Coordinated QA, build review, and bug prioritization
- Better resource allocation and delivery planning

PRODUCT DECISIONS AND LEARNING

Market testing revealed engagement and retention challenges. With the team, I reassessed priorities and focused on onboarding, gameplay feedback, core-loop engagement, and balancing rather than expanding the roadmap.

Outcome & Learning. Following market validation, the studio made the decision to discontinue Block Boom. The process reinforced the importance of evaluating product potential through real player behavior, adapting development priorities, and making evidence-based investment decisions.

GAME DIRECTOR · ARTI XR · VR/AR

Tactica: First Contact

A narrative-driven tabletop sci-fi turn-based strategy game blending deep tactical gameplay with unique skill and ability card mechanics.



01

Vision and scope

- Set the game's vision and scope
- Owned feature direction and scope calls

02

Systems & progression

- Designed character skills and ability cards
- Built character progression and team synergies
- Balanced systems and designed missions

03

Narrative and UX

- Created unit backstories, lore, and story
- Led narrative and worldbuilding
- Responsible for game UX

04

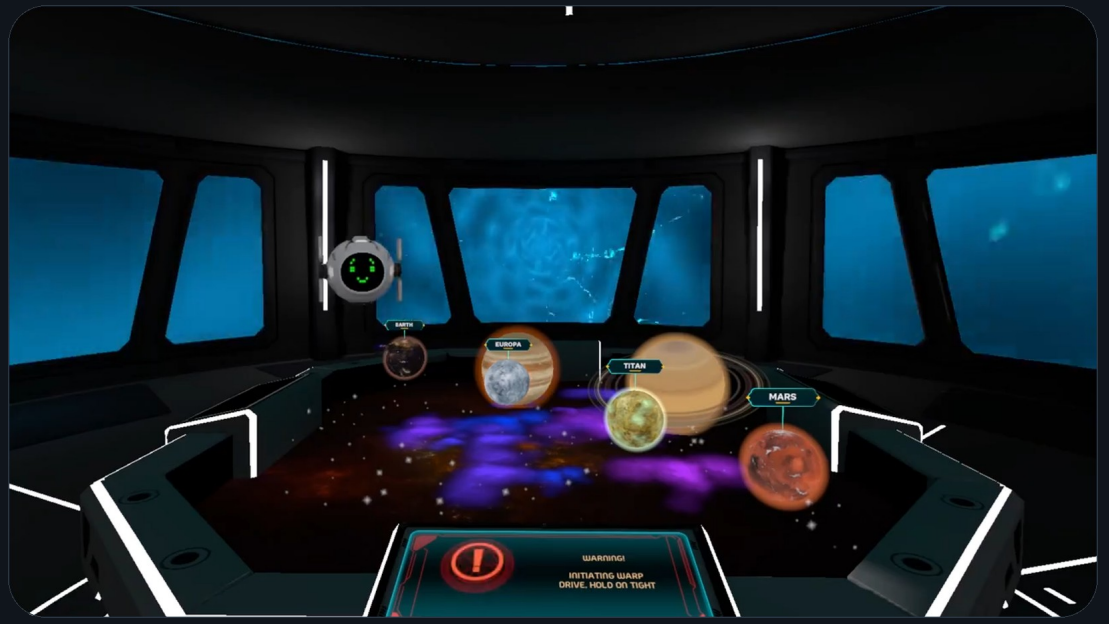
Modes and leadership

- Designed single-player and multiplayer
- Coordinated engineering and art against the design vision

TACTICA: FIRST CONTACT · GAME DIRECTOR

Gameplay & project visuals





Design focus: interconnected skills, ability cards, team synergies and missions built for deep tactical play.

▷ Tactica: First Contact – Gameplay Trailer

🔗 Tactica: First Contact on Meta Quest Store



GAME DESIGNER · ZEROSUM GAMES

Barista Life

HISTORICAL CHART RANKINGS

#4	#2	#2	#16	9M+
All Games	Casual	Simulation	All Apps	**Downloads**

PROJECT DESCRIPTION

Barista Life is a mobile simulation game where the player performs a barista's daily tasks while interacting with customers.

MY CONTRIBUTION

- Contributed from concept through live operations
- Designed gameplay features, progression, economy, and level sequencing
- Iterated through A/B testing and player feedback
- Contributed to project coordination, design documentation, and LiveOps

Historical download figures and chart rankings; not current.



Barista Life on Google Play Store

Barista Life on App Store

Barista Life Gameplay Video



GAME DESIGNER · OMICRON GAMES

Slap Masters

HISTORICAL US APP STORE RANKINGS

#3	#5	#5	#12	1.1M+
Action	Casual	All Games	All Apps	Downloads

PROJECT DESCRIPTION

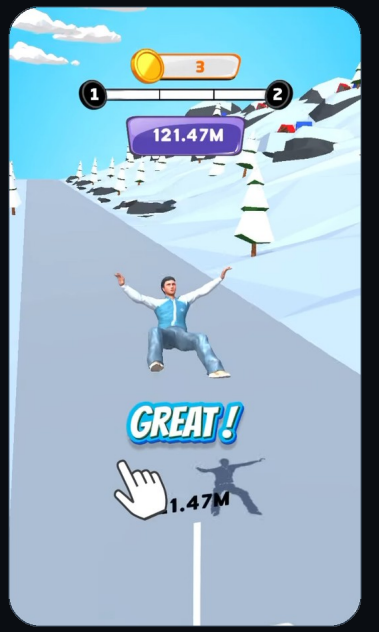
Slap Masters is a hypercasual mobile game centered on slapping opponents and launching them as far as possible to achieve higher scores.

MY CONTRIBUTION

- Developed the game from concept to launch
- Designed the core slapping mechanic
- Designed features, economy, and level progression
- Iterated on the game after launch through LiveOps

Historical download figures and chart rankings; not current.





Slap Masters on App Store

Slap Masters Gameplay Video



GAME DESIGNER · ZEROSUM GAMES

Long Nails 3D

HISTORICAL US RANKINGS

#26	#9	#9	1M+
All Games	Casual	Simulation	**Downloads**

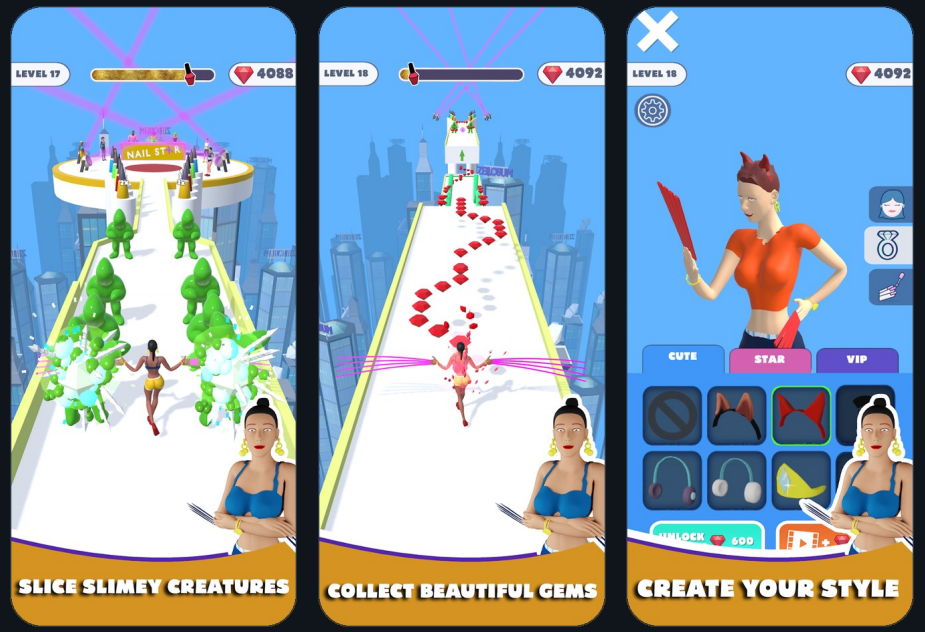
PROJECT DESCRIPTION

Long Nails 3D is a casual mobile game where users collect gems and slash slime monsters with their nails.

MY CONTRIBUTION

- Designed core gameplay and mechanics
- Designed progression and balancing
- Iterated through A/B tests and LiveOps
- Defined the game's vision from concept to final stage

Historical download figures and chart rankings; not current.



Long Nails 3D on Google Play Store

Long Nails 3D on App Store

Long Nails 3D Gameplay Video

CONTACT

Let’s have a talk!

Atilla Kabakcıoğlu

Game Product Leader | Producer | Game Designer

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