

RAJ "STAN" SHAH

Product Leader • Game Economy & Systems Designer • PC/Mobile Game Production
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PROFESSIONAL SUMMARY

Product and game-design leader with **7+ years** scaling titles across shooters, hybrid-casual, and Play-to-Earn. Has driven products past **10M downloads**, lifted playtime **50%+**, and grown audiences **30%+**, while building some of the **first Web3 economies for legacy Indian IPs**. Owns economy and tokenomics, user acquisition, and cross-functional teams across Unity and Unreal Engine. A former competitive esports player who reads what keeps people playing.

CORE COMPETENCIES

Product & Growth: Product Management, Game Design, Economy & Tokenomics, Live-Ops & Battle Pass, Progression Systems, User Acquisition, Retention, Go-to-Market

Leadership & Web3: Cross-Functional Leadership, Partnerships & BD, Web3 / Blockchain & NFT Integration, Esports Operations, Community Building

TECHNICAL SKILLS & TOOLS

Engines & Platforms: Unity, Unreal Engine, Mobile (iOS/Android), PC

Genres: TPS / FPS Shooters, Hyper & Hybrid-Casual, IP-Based Mobile, Play-to-Earn (Web3), WebGL

Web3 & Growth: Tokenomics, NFT Design & Minting, MMP, DSP, Influencer Marketing, CAC/LTV, DAU/MAU & Retention Analytics, A/B Testing

Tools: Claude MCPs, Python, AWS, Java, Visual Studio, Photoshop, Gsuite, Asana, Trello, Figma

PROFESSIONAL EXPERIENCE

Co-Founder & CTO | Helium Wars (*Incubated via Antier*) Apr 2025 - Present | Indie Gaming Studio
Third-Person Hero Shooter | PC | Unreal Engine | 25k+ Installs (Closed Beta)

- **Co-founded Helium Wars** as a strategic **incubation project originating from Antier**, maintaining dual responsibilities to bridge enterprise alignment with high-velocity studio execution.
- Secured a **\$200,000 ecosystem grant** to bootstrap early-stage prototype development, build out core game mechanics, and fund initial engineering team expansion.
- Launched the **Riven Co-Creation Portal**, a UGC pipeline that lets players build, share, and drop assets straight into the world, with over **100+ Entries and 5+ Integrations**.
- **Architected a scalable Web3 backend** integrating Unreal Engine with the SEI Network, successfully supporting **25,000+ registered user wallets** during a high-traffic Closed Beta.
- Secured an **MoU** with the **Maharashtra Esports Association** and signed **GamingCon** as launch-tournament partner, drawing 12,000+ Gamers and opening competitive play in markets like Pune.

Freelance & Independent Projects Feb 2024 - Apr 2025
IP-Based Hybrid-Casual | Mobile | 2M+ Installs

- Produced and shipped **two** hybrid-casual titles for a state election campaign with the **BJP/Rajasthan Government and MadeIndia**.
- Bootstrapped an NFT IP, Cyzens.io, selling 2,222 NFTs in under 22 hours; ran influencer pushes across TikTok, Twitch, YouTube, and Instagram.
- Provided strategic guidance to brands and influencers on successful collaborations, facilitating mutually beneficial partnerships. (A lifestyle brand x Esports / (Jonathan, Global Esports, Pokimane, Xyaa & More)

Product Manager / Head of Operations, Goldon Studios (Rage Effect) *Aug 2024 - Jan 2025*

TPS / FPS Shooter | Mobile & PC | Unity | 250k+ Installs

- Closed go-to-market partnerships with **Mixi** and **Nazara** ahead of launch.
- Drove **200,000+ installs** at a **\$0.25 CAC** through DSP buys, B2B app promos (Stan App), and influencer deals.
- Headlined DreamHack x Comic Con 2024, putting the title in front of **1,500+ players** over three days.
- Co-launched a Battle Pass and its underlying economy, lifting average playtime **40%** and holding **35,000 MAU**; added an MMP to track spend and features.

Product Manager / Gaming Lead, NPML (TMKOC Play) *Oct 2023 - Jan 2024*

Hyper & Hybrid-Casual, IP-Based | Mobile | Unity | 10M+ Installs

- Led the strategic transition of *Taarak Mehta Ka Ooltah Chashmah* (India's iconic 17-year-old television IP) into interactive gaming and Web3, unlocking a massive new digital audience.
- Successfully negotiated and secured a **\$100,000 ecosystem grant from Polygon** to onboard the IP's gaming ecosystem onto their network.
- Shipped IP-based titles for the Play-to-Earn platform *Clubhouse* and optimized standalone game builds to drive key growth metrics across user engagement, retention, and ad-revenue.

Game Designer (Zero to One), Goldon Studios (Rage Effect) *Aug 2022 - Sep 2023*

TPS / FPS Shooter | Mobile & PC | Unity | 250k+ Installs

- **Designed long-term player progression and economy loops**, leveraging direct system-design mentorship from industry veterans Matt Sorg (VP Tech, Solana Foundation; ex-Riot, Unity) and Matias Myllyrinne (CEO, Redhill Games; ex-Remedy).
- **Directed cross-functional asset pipelines** across art and engineering to integrate original lore and highly localized Indian cultural elements (maps, weapons, vehicles) to enhance player appeal.
- Launched high-engagement features nearly doubling Week-4 retention from **10% to 25%** and lifting playtime from **15 to 25 minutes across 15,000 players**.

Associate Growth Manager (Zero to One), Glip.gg (Glip Android App / Glipstore) *Jan 2021 - Jul 2022*

Live-Streaming / Creator Platform | Android | 10M+ Installs

- Scaled the app to **2M installs** in four months and **250K DAU** at a **~10 INR CAC** (as low as **2 INR**); now **10M+** on Google Play.
- Held **10% week-over-week** active-user growth by tracking churn and reallocating spend.
- Lifted Week-4 retention from **17%** to nearly **30%** through rapid, feedback-driven iteration.
- Grew a **500+ creator** network across five countries and took Glipstore from zero to one, onboarding **50+ creators** (Python, AWS).

ESPORTS & COMMUNITY

- **Event Operations:** Ran teams, bootcamps, and live broadcast for ESL One Mumbai 2019, NODWIN DreamHack (2018-2020), and COBX Masters 2019; hosted Valorant / CS:GO events with Corsair.
- **Competitive Player:** **Top-10** Indian CS:GO team (ESL India, 2017-18) and **top-5** Valorant team (Rebellious Gaming, 2020).
- **Esports Writer:** Bylines at The Times of Esports, TalkEsport, and Jobless Freaks (2018-2021).

EDUCATION

B.E., Computer Engineering: Padmabhushan Vasantdada Patil College of Engineering (2021), CGPA **7**

Diploma in Computer Technology: Sardar Vallabhbhai Polytechnic (2017), **77.6%**.