






Pedro Angelo


Game Producer

-  São Paulo, Brazil
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Skills

Game Production, Project Management, Product Ownership, Growth Marketing, Data Analysis, Content Strategy, Graphic Design, Game Development, Economy Design, Web Development, Market Research, User Acquisition, User Experience, Agile Methodology

Education

- Game Design, EBAC** 
Jan 2024 – present | Brazil
- Graphic Design, UFES** 
Mar 2015 – Nov 2018 | Brazil
- Computer Science, UUV** 
Feb 2014 – Mar 2015 | Brazil

Certificates

- Product Mgmt. Professional** 
— Aha!
- Generative AI Essentials**  —
Microsoft & LinkedIn
- Project Mgmt. Essentials**  —
Microsoft & LinkedIn
- Data Analysis Essentials**  —
Microsoft & LinkedIn


Courses

- Leadership Development,**
Audacio Coaching 
- Retention & Engagement,**
Reforge 
- Full Stack Web Developer,**
CareerFoundry 

Languages

- English** (*Fluent*)
- Portuguese** (*Native*)
- Spanish** (*Elementary*)

Profile

Experienced Game Producer and Product Manager with 8 years in Fintech, Mobile Gaming and PC Gaming. Steering player engagement through data-driven growth strategies and design thinking. Check success cases on: www.pedroangelo.net 

Experience

Blue Gravity Studios, GAME PRODUCER

- Jun 2024 – present | London, United Kingdom
- Assembled and led the Fay Keeper team (6 Unity programmers, 8 pixel artists, 2 game designers).
 - Kicked off Fay Keeper's production, delivering a playable prototype in 1 week and a vertical slice in 3 months.
 - Founding member of the Operations team. Training Producers and standardizing processes across projects.
 - Revamped onboarding guides, established new documentation standards.
 - Created a system to track KPIs for 200+ collaborators.

Mino Games, Inc.

GENERAL MANAGER

- Oct 2022 – Jan 2024 | Montreal, Canada (Remote)
- Managed 9 team members across Data, Community, and User Acquisition.
 - Launched a viral marketing campaign, increasing followers by 348% and video views by 25M in 4 months.
 - Revamped e-commerce site, boosting load speed and keyword ranking by 5x and 10x, respectively, in 2 weeks.
 - Set up an in-house UA team, cutting operational and platform costs by 91% and 78%.

PRODUCT LEAD

- Dec 2021 – Oct 2022 | Montreal, Canada (Remote)
- Guided the Collector's games roadmap, achieving 50,000 DAU and \$4M ARR in 2022.
 - Executed 350+ events and sales, conducted 160+ tests, and pushed 60+ version updates.
 - Coordinated and mentored a small team of 1 Producer and 2 Junior PMs.
 - Designed over 20 major features such as: Prestige Mode, Club Tower, Automated Survey System, Mini Event Basket, Targeted Flash Sales and more.
 - Developed a data-driven content creation pipeline, receiving a 4.3/5 stars rating from 105 live event surveys.

PRODUCT MANAGER & GAME PRODUCER

- Jan 2021 – Nov 2021 | Montreal, Canada (Remote)
- Led development and launch of Dog Game, generating \$2M in lifetime revenue and attracting 1.2M unique players.
 - Owned Live Ops and A/B Testing for Cat Game and Dog Game.
 - Devised and tuned game features, running bi-weekly sprints with 9 engineers.

PicPay

PRODUCT OWNER

- Apr 2020 – Dec 2020 | São Paulo, Brazil (Hybrid)
- Owned development and roadmap of in-app promotional and messaging systems servicing 10M MAU with \$25M monthly total payment volume.
 - Led the creation of an ML-based campaign targeting and delivery system resulting in +157% in promotional conversion rate and +400% transactions per user compared to previous method.
 - Supervised contracts, training and best practices for product analytics and event tracking implementation across 5 teams.

GROWTH ANALYST

- Oct 2018 – Mar 2020 | São Paulo, Brazil (On-Site)
- Setup, analysis and optimization of dozens of push, in-app and email user journeys.
 - Conducted day-to-day operations dispatching hundreds of promotions.
 - Standardized the design language and codebase for webview and emails.

GRAPHIC DESIGNER

Mar 2018 – Sep 2018 | Vitoria, Brazil (On-Site)

Engine, Trade & Services, WEB DESIGNER

Nov 2017 – Feb 2018 | Vila Velha, Brazil

Branver, Branding & Design, WEB DEVELOPER

Jul 2015 – Jun 2016 | Vitoria, Brazil