

RAJ “Stan” SHAH

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SUMMARY / [Portfolio](#)

Product Leader & Game Economy Designer with 4+ years of expertise in scaling gaming products to **10M+ downloads**, driving **50%+ Playtime**, **30%+ growth**, and pioneering blockchain integrations. Adept at bridging Web2 and Web3 ecosystems, designing tokenomics, and managing cross-functional teams. Built Play-to-Earn systems for legacy IPs and optimized game economies for 500K+ MAUs

EXPERIENCE

❖ Co-Founder & CTO | [Helium Wars & Riven](#) (Originating via [Antier](#)) [Apr 2025 – Present]

- Transitioned from a specialized Product Manager role at Antier Solutions to Co-Founder and CTO, spearheading the technical architecture, game design, and product vision for a new independent studio centered on competitive gaming and community-driven ecosystems.
- Leveraged a background as a competitive esports athlete to negotiate and secure a Memorandum of Understanding (MoU) with the **Maharashtra Esports Association**, establishing a strategic foothold for competitive play in major regional markets including Pune.
- Successfully onboarded GamingCon as an official event partner to co-host the inaugural *Helium Wars* launch tournament, driving initial player acquisition, brand visibility, and competitive ecosystem growth.
- Directed the evolution of *Helium Wars* from an initial project mandate into a fully realized third-person hero shooter, successfully aligning high-octane game mechanics with scalable Web3 infrastructure.
- Engineered the **Riven Co-Creation Portal**, architecting a robust User-Generated Content (UGC) pipeline that empowers the community to build, share, and seamlessly integrate assets into the broader game ecosystem.
- Drove the core development and gameplay loops, leveraging deep insights from competitive play to optimize player experience, balance mechanics, and ensure high-fidelity performance.
- Bridged the gap between product vision and technical delivery, orchestrating the roadmap from initial concepts to continuous, playable build iterations and comprehensive whitepaper documentation.

❖ Product Manager / Head of Ops | [Goldon Studios/Rage Effect](#) (Aug 2024 – Jan 2025)

- Leveraged core game design expertise to successfully pitch, negotiate, and secure go-to-market partnerships with major industry players Mixi and Nazara, ensuring a strong market entry for the title.
- Orchestrated a high-impact launch event at DreamHack x Comic Con 2024, successfully engaging over 1,500 players within a 3-day window to drive grassroots user acquisition and brand momentum.
- Spearheaded a diverse portfolio of UA campaigns leveraging Demand-Side Platform (DSP) integrations, B2B app promotions via partners like Stan App, and influencer collaborations efficiently driving 200,000+ downloads at a highly optimized \$0.25 CAC.
- Co-directed the launch of a new Battle Pass system and architected the underlying in-game economy model, which successfully boosted average playtime by 40% and sustained 35,000 MAU.
- Implemented a Mobile Measurement Partner (MMP) to accurately track cross-channel campaign performance, optimize marketing spend, and inform critical, data-driven game feature updates.

❖ Freelance & Side Gigs | (Feb 24 - July 24)

- Managed the production and launched two hyper casual gaming titles for **BJP's election campaign in Collaboration with Rajasthan Govt & Madeindia**
- Managed the outsourcing of development and artwork, coordinating with external teams to ensure high-quality production.
- Successfully shipped both games within the project timeline, significantly contributing to the campaign's digital engagement strategy.
- Built and Scaled an IP From Scratch > [Cyzens.io](https://cyzens.io) [Sold 2222 NFTs under 22 Hours]
- Influencer Marketing Campaigns - Tiktok, Twitch, Youtube, Booyah, Kwalee, Instagram etc.

❖ Product Manager/Gaming Lead [NPML/TMKOC Play] | (Oct 23 - Jan 24)

- **Led the integration of the 17-year-old IP, Tarak Mehta Ka Oolta Chashma, into Gaming & Web3.**
- Introduced Web3 concepts to existing games, enhancing them with blockchain technology and planning future Web3 game developments.
- Contributed to the design and development of IP-based games for the **Play-to-Earn** product, "Clubhouse."
- Optimized existing standalone games to enhance engagement, retention, and ad revenue.
- Oversaw the outsourcing of game development to external studios, ensuring timely delivery and alignment with project vision.
- Collaborated with multidisciplinary teams to establish a comprehensive roadmap, managing timelines, budgets, and cross-departmental communication.

❖ Game Designer [Zero to 1 ; Goldon Studios - Rage Effect] | (Sept 22 - Sept 23)

Took on the responsibility of shaping the **game's tokenomics, game economy, and level progression system**. Fostered **close collaboration with the art and programming teams**, ensuring seamless integration of game design elements throughout the development process.

Enriched the game experience by incorporating **Indian cultural elements such as maps, weaponry, vehicles**, and statues, designing levels that were both stimulating and faithful to Indian culture.

Crafted **immersive lore and character development** that seamlessly intertwined with the gameplay, creating a cohesive and engaging narrative experience.

- Opportunity to work with, learn and be advised by [Matt Sorg](#) (VP of Technology at Solana Foundation, ex-Riot Games, Unity) & [Matias Myllyrinne](#) (CEO at Redhill Games, ex-CEO of Remedy Entertainment) to shape Game's Economy, Tokenomics and more.
- Implemented features like Daily Rewards and Spin the Wheel to significantly boost Week 4 retention during the early-launch phase, elevating it **from 10% to nearly 25%**.
- Fine-tuned various features, maps, and weaponry to enhance user engagement, resulting in an increase in average playtime **from 15 minutes to 20-25 minutes** among a user base of approximately 15,000 players.

❖ Associate Growth Manager (Zero to 1 ; Glip Android App/ Glipstore) | Glip.gg (Sept 21 – July 22)

Achieved **2M** downloads within 4 months hitting a top of **250k DAU** in the process at an overall **CAC** of around **10 INR** (was **2 INR** for the 2nd and 3rd month)

Maintained a **10% w-o-w** growth on Active Users, monitoring user churn & modifying marketing spends accordingly

Tweaked product features, basis user conversations, to improve week 4 retention from **17%** to almost **30%** (sadly could not breach the 30% mark)

Currently at **5 M+** downloads on Google Play Store. While also working on the tech-side as well as **leading the Growth** of Glipstore, a tool for creators to make streaming more fun and engaging.

- Built a network of **500+ creators** across the globe (**India, Philippines, Brazil, Indonesia, Bangladesh**) on **YouTube, Instagram, TikTok**
- Community Management - **Glip Android App, Glip-Live NFT Tool, PunksVsApes** NFT Project.
- Lead Growth - **Glipstore**. Managed 50+ creators at once while also handling the creator on-boarding to technical integration on Glipstore from Zero to One. (Python,AWS)

❖ Esports Operations/Management/Content/Professional Player

❖ EliteHubs (Jan 20 – June 20)

Started off with Esports Operations, Later worked closely with the Gaming Ecom and various Influencers as well organized **Valorant/CS:GO events with Corsair**.

❖ COBX Masters (Asia's Largest Esports Event) (April – 2019)

Organizing / Operations around the Cobx Masters Phase 2 – 2019 Offline Indian Tournament. (Getting to know the players behind the screen, **Managed Dota 2 Legend, Dendi's Team** - Tiger)

❖ ESL One Mumbai 2019 (International Esports Event) (April – 2019)

Managing Teams, Setting up Bootcamps, **Testing Setup to Production, Broadcasting etc** - From Day 0

❖ Nodwin's Dreamhack 2018-20 (International Esports Event) (Dec – 2018/2020)

Organizing / Operations around Dreamhack Tournament, an opportunity to spend time and know the behinds of an Esports Event while also having an open conversation with Esports Professionals.

❖ Top 10 Indian Esports Teams - Counter Strike: Global Offensive (ESL INDIA - 2017-18)

❖ An Integral part of India's top 5 Valorant Team (Rebellious Gaming - 2020)

❖ Esports/Gaming Blogs

- The Times of Esports - (2021 // Gaming/Esports Category)
<https://thetimesofesports.com/author/rajs/>
- TalkEsports (Asia's Largest Esports Blog) - (2019-20 // CSGO + DOTA 2 Esports)
<https://www.talkesport.com/author/rajstanshah/>
- Jobless Freaks - (2018-19 // Dota 2 Majors)
<https://www.joblessfreaks.com/2019/04/mineski-first-finalists.html?m=1>

EDUCATION

- ❖ Computer Engineering | Padhmabhushan Vasantdada Patil College of Engg. **CGPA: 6.9** | (2021)
- ❖ Diploma in Computer Technology | Sardar Vallabhbhai Polytechnic **77.6%** | (2017)

ACADEMIC PROJECTS / Dzire Applications

❖ **Excel to PDF Generator (Dzire Applications - 2017-18)**

Developed & Sold a VB/VS Based Excel to PDF Generation Software to MF Utility India, Dedicated an entire year where we worked under the name "Dzire Applications"

(Technologies Used : Java, Excel, Visual Studio, Photoshop)

HIGHLIGHTS/TRIUMPHS

- ❖ Organized multiple esports events and seminars at colleges across Mumbai, including PC and mobile gaming tournaments, and seminars on learning through gaming (e.g., blogs, YouTube, esports).
- ❖ Gained valuable experience learning from and working with legendary game developers from Valve, Remedy Entertainment, and Riot Games. **(Legend's who worked on Valorant, Max Payne and more)-**
- ❖ Worked as a game tester during college, testing various PS4 and PS5, VR exclusives such as *Guardians of the Galaxy* and *Elden Ring*.
- ❖ Invited by the Crimson Sports Committee of SBSC, DU, to speak at the "2022- SPORTLight: A Beam of Sports and Career" webinar, where I shared insights and my journey in the esports and gaming industry.