



Zeynep Tokgözlü

GAME PRODUCT & CREATIVE CONSULTANT | F2P · CASUAL · MONETIZATION · AR

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[LinkedIn](#)

[Website](#)

[Portfolio](#)

Game product and creative consultant combining product management, game design and engineering experience across casual, F2P and interactive products. Experienced in concept development, core loops, economy, retention and creative testing, with products reaching #1 on the US App Store.

\$0.15

INITIAL CPI, MEME CHALLENGE

5 × #1

US APP STORE TITLES · 220M+
DOWNLOADS

120+ / 47B+

AR EXPERIENCES · IMPRESSIONS

CORE EXPERTISE

Game concept & ideation

Core loops & economy design

F2P monetization

Retention & LiveOps

GDDs written end-to-end

Game mechanics design

Prototyping — Unity, Figma

AR / interactive experiences

Playtest & telemetry analysis

SELECTED WORK

MEME CHALLENGE: DANK MEMES

MagicLab · 2022 – 2023

Product & Game Design — concept to launch

Designed and led the concept end-to-end, from ideation and core loop through economy design and launch, and contributed to the early UA and marketing scenarios.

#1 US App Store · 10M+ downloads · \$0.15 initial CPI

CASUAL & F2P PORTFOLIO

MagicLab · G Play · 2021 – 2023

Mechanics, economies and product systems

Designed mechanics, progression and economies across multiple mobile titles — Dream Wedding!, Destiny Run, Streamer Rush, Fun Race — and built event-driven engagement loops and segmentation to lift retention.

5 #1 US titles · 220M+ combined downloads

SIX CUBE — SURVIVAL PC, STEAM

Unipoly Games · 2024

Progression, pacing and economy design

Designed progression, difficulty pacing and economy systems grounded in telemetry and playtest data, and led a 20-person in-house team from early prototype through milestone delivery.

Prototype → milestone delivery · 20-person team

STUDIOS

United Tech
Byte
Unipoly Games
Joygame / Netmarble-affiliated
MagicLab Game Technologies
G Play Studio
Meta Spark / Facebook

EDUCATION

MSc in Innovation and Technology Management
Università Cattolica del Sacro Cuore, Milan

BSc in Computer Engineering
Izmir University of Economics

SELECTED WORK CONT.

GAME DESIGN DOCUMENTATION

Byte · Unipoly Games · 2024 – 2025

Full GDDs and game mechanics, written from scratch

Wrote complete Game Design Documents from A to Z for both titles — core loops, mechanics, progression, economy, difficulty pacing, feature specifications and edge cases — and designed the mechanics they describe, keeping the documents live as the source of truth for engineering, art and QA through implementation.

2 titles documented end-to-end · mechanics designed and shipped

RETENTION & LIVEOPS CONSULTING

Netmarble-affiliated · Byte · 2023 – 2025

Retention lift and monetization mechanics

Improved early-stage retention on Wrestling Trivia Run! through iterative testing and LiveOps optimization, and built the Lucky Wheel monetization mechanic with regionally localized offers on Royale Online.

D3 → D7 retention · higher ARPU and regional sales

META SPARK AR EXPERIENCES

Facebook · 2019 – 2024

Interactive social AR

Designed and developed over 120 interactive social AR experiences, and earned top-200 placements in the Spark AR Cyberpunk 2077 and Holiday Spark competitions.

120+ effects · 47B+ impressions