

# Ivan (Vanya) Kirillov

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## PROFESSIONAL SUMMARY

**Background:** Senior Product Manager & Data Scientist with experience in data analytics, product management, live operations, system design, quantitative financial analysis, data infrastructure, and leveraging AI for internal and user-facing applications.

- **Product Strategy, Systems Design, & Prototyping:** Cohesive feature and economy design (progression systems, reward structures, monetization), narrative & content design, productivity & collaboration tools, AI-driven feature prototyping
- **Business Intelligence:** Live experiment design & analysis (A/B testing, cohort studies), defining and instrumenting KPIs, interpreting behavioral data & statistical pitfalls, integrating insights into feature roadmaps
- **Data Analytics & Modeling:** R, RShiny, Python, MySQL, BigQuery, model frameworks (xgboost, SVMs, Monte Carlo, multivariate regression), linear algebra, ODEs, Claude Code & ChatGPT for internal tooling

**Direction:** Motivated by owning, designing, and iterating on product and user features, using my extensive analytical background to ground data-driven decision-making.

## PROFESSIONAL EXPERIENCE

**Pocket Worlds**, Long Island City, New York (Remote)

February 2025 - Present

**Senior Data Scientist & Product Manager, Data, Product, and LiveOps Teams**

- Designed and managed features and content, analyzed player behavior, and bridged product, liveops, and data teams at a mid-stage gaming startup operating a fashion-centric virtual world and platform called Highrise
- Led monetization and release strategy, working with the internal LiveOps team as well as external artists, establishing OKRs, and planning all content sales and releases, achieving \$1.5M+ in monthly sales revenue
- Designed, balanced, managed developers on, and implemented all data tracking for Flash Events, a new suite of limited-time events that boosted new player retention by 9.8% and engagement by 29.7%
- Designed progression and reward economy for a brand-new season pass feature, with reward incentive structures for free-to-play and high-spending players, serving >250k users and reaching a 69.4% daily retention rate for seasonal activities
- Modeled high-end spender behavior to target LiveOps content, supporting the game's largest-ever sale with \$1.2M revenue

**Infinite Canvas**, New York, NY

December 2021 - December 2024

**Senior Data Scientist & Product Manager**

- Solely in charge of all data operations, and contributed to game design and company strategy, at an early-stage gaming studio and publisher building at the crossroads of user-generated content and Generative AI
- Led puzzle design, narrative, and game flow on WordCraft, our latest game on Android/iOS/Discord that used Generative AI as an engine for semantic word puzzles
- Acquired, built, shipped, and maintained over 100 games on Roblox with 800M+ visits and a peak MAU of 18.9M, working directly with engineers, managers, and contractors to optimize monetization, progression balance, and content cadence
- Built all of the data infrastructure for the ingestion, predictive modeling, and reporting of platform-wide Roblox game data

**alacrity.gg**, New York, NY

October 2020 - December 2021

**Founder**

- Built an eSports betting and prediction site, backed by a multivariate logistic regression model that predicted outcomes of professional LoL and Dota 2 matches with 40% annualized returns
- Wrote and maintained a blog, and partnered with Upcomer to write articles for them during LoL Worlds 2021

**Dean Capital Investment Management**, Tyson's Corner, VA

April 2014 - August 2020

**Senior Associate, Investment Team**

- As a "full-stack" analyst, generated investment ideas, analyzed data, built and refined models, backtested strategies, built automated trading systems and pages, and executed daily trades, at a small proprietary investment firm
- Developed numerous trading strategies across multiple asset classes, including tax-optimized global long equity, systematic option volatility and variance timing long/shorts, leveraged ETF market pressure, and sector/country COVID-19 GDP impact

## EDUCATION

**Yale College**, New Haven, CT

Class of 2013

**Bachelor of Science in Mechanical Engineering (ABET Accreditation)**