

Konstantin Abadjiev

 11713 Xavier Ct, Westminster, CO 80031

 408-857-2729

 kon@tableflipstudios.com

Experience

Director of Product | GSN Games

2018 - Present

- Continuing to drive the team's efforts across live-ops, new features, and VIP support to maintain the 40% YoY revenue growth momentum established in 2020 after I joined the GSN Casino team in late 2019.
- Spearheaded the development of new events, and establishing a regular cadence of reruns and re-skins for optimal revenue increases, resulting in a +20% revenue increase YoY.
- Drove the New Player Journey from concept to completion, which resulted in a 3.5% increase of D1 retention, and 1.5% increase in D7 retention.
- Managed the VIP team and built a VIP outreach program to identify and re-engage lapsed VIP players to increase monetization.
- Led the product direction of Bingo Bash, prior to joining the GSN Casino team, establishing new processes, tools, and best practices to address the challenge of on time launches for multiple features targeting monetization, retention and engagement.
- Oversaw the Bangalore and Kiev studios and streamlined production and communication to drive the successful Unity port of Bingo Bash, one of GSN Games' highest grossing products.

Head of Creative | GSN Games

2017 - 2018

- Led the entire creative vision of the 2.0 redesign of Wheel of Fortune Slots in a record 5.5 months by driving production processes, overseeing product managers, engineers, designers, and artists.
- Partnered with marketing and analytics to understand asset performance for user acquisition to drive creative iterations and testing strategy.
- Managed communications for brand partnership product pitches and approvals for use of the Wheel of Fortune brand.
- Released 22 slot games in 2017 and nearly doubled the slots production output in 2018.

Konstantin Abadjiev

 11713 Xavier Ct, Westminster, CO 80031

 408-857-2729

 kon@tableflipstudios.com

- Designed and released multiple improvements and new features after the release of the 2.0 product in late 2017, including clubs, events, hourly bonus improvements, preview room, chat, raffle, mystery prizes, and more.
- Built and managed an in-house team of 13 across various disciplines including Art, Animation, UI/UX, Tech Art, and Design.



Earlier Experience

Creative Design Manager GSN Games	2016 - 2017
Creative Design Lead GSN Games	2014 - 2016
Creative Design Lead Bash Gaming (formerly Bitrhymes)	2013 - 2014
Co-Founder Table Flip Studios	2012 - 2016
Art Lead Breaktime Studios	2011 - 2012
Graphic Artist Blue Noodle (formerly NeoEdge)	2010 - 2011
Artist Electronic Arts	2006 - 2010



Education

BFA Animation/Illustration San Jose State University	2006
---	------