

JASMEET SINGH

Director of Product | Gaming Industry Veteran | AI Adoption & Growth Expert

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PROFILE SUMMARY

Product leader with 20+ years in mobile gaming, from organising India's earliest LAN parties and running ESWC 2005, to leading a mobile studio today with full P&L ownership. Along the way: 100M+ downloads, \$15M+ in revenue, a game (SMM) I took from a blank page to 500K+ downloads and a 4.58★ rating, and a studio-wide AI push that lifted Art, Design, QA & Dev output by roughly 50%. Comfortable owning strategy, the roadmap, and the P&L all at once.

CORE COMPETENCIES

- Product Strategy & Vision
- 0→1 Product Launches
- F2P Economy & Live-Ops Design
- AI Adoption & Studio Automation
- Data-Driven Growth
- Team Building & P&L Ownership
- Roadmapping & PRDs
- Monetization, UA & ROAS
- A/B Testing & User Research
- Agile / Scrum Methodology

KEY ACHIEVEMENTS

- 100M+ downloads, \$15M+ revenue across F2P mobile titles
- Took SMM from 0 to 1: 500K+ downloads, 4.58★ rating, 10.7x retention lift
- ~50% output uplift across Art, Design, QA & Dev via studio-wide AI adoption
- 57% ad revenue uplift in 6 months at Nukebox Studios
- 0 to 100,000 organic users in 6 months at Livingit, zero marketing spend
- Lifted D90 retention from <1% to 12% through data-led iteration
- Improved app store install rates by up to 80% via A/B testing
- Built proprietary analytics & live-ops tools before SaaS alternatives existed
- Reviewed 150+ MMORPGs for India market fit at Changyou
- Ported 400+ mobile titles onto first-gen smartphones at Gameloft
- Employee of the Year (2005), iEnergizer

SKILLS & TOOLS

- AI Copilots, AI-Assisted Analytics, AI-First Workflows, Change Management
- Firebase, AppsFlyer, Mixpanel, CleverTap, Tableau, Power BI, Data Studio, GTM, ASO/SEO
- Python (ML/NLP/AI), React, Flutter, AWS, Google Cloud, MySQL, MongoDB, Unity, PHP/Laravel

LANGUAGES

- English & Hindi — fluent
- Punjabi — native

INTERESTS

- Kick-started early LAN party culture in Delhi (2004); managed & hosted ESWC (E-Sports World Cup) India, 2005
- Founder & rider — The Guardians Motorcycling Club, Pune
- Passionate about emerging technologies, particularly AI and cloud gaming
- Enthusiastic outdoor adventurer
- Still play games competitively when time allows — old habits die hard

WORK EXPERIENCE

Director of Product Management

Nukebox Studios · Jan 2023 – Present

- Own the studio's P&L, roadmap, and strategy across every live and upcoming title; UA, Data, and Marketing report in directly
- Grew advertising revenue 57% in the first 6 months after taking over
- Took SMM, a new devotional mobile game, from a blank page to launch — carved out a category we call "Interactive Devotion," since nothing quite like it existed yet
- SMM has crossed 500K+ downloads with a 4.58★ rating; devotional users retain 10.7x better than non-devotional ones, and 57% of revenue comes from devotional moments rather than gem purchases
- Designed the core loop and monetization myself — real "Offerings" instead of gem currency, ad-skips reframed as "Seva," and a LiveOps calendar built around the Hindu festival calendar
- Pushed AI adoption across Art, Design, QA, and Development studio-wide — built internal copilots and AI-assisted analytics tools along the way — and output is up roughly 50%
- That shows up directly in lower production costs and faster time-to-ship

Senior Product Manager

Nukebox Studios · Jun 2020 – Jan 2023

- Owned product strategy and roadmap for RF, FTC, and CC titles
- Built analytics infrastructure from scratch — ETLs, data warehouses, daily monitoring dashboards
- Led UA and growth efforts with ROAS accountability across paid and organic channels
- Partnered with design, engineering, art, and marketing across the full product lifecycle

Consulting Product Manager

WOW Parenting · EduPlusNow · GLEAC · 2017 – 2020

- Built custom LMS platforms, B2C apps, and SaaS dashboards from scratch across EdTech and HR-tech startups
- Drove 10x MAU growth; lifted D90 retention from <1% to 12%; improved install rates 80% via A/B testing
- Acted as Scrum Master, owning weekly sprints, roadmaps, and PRDs with the executive team

Co-Founder — Livingit

Livsutra Online Solutions · 2016 – 2022

- Built a community-commerce platform for outdoor enthusiasts on 3 pillars: Community, Content, Commerce
- Designed and built an ML/NLP-based recommendation engine for outdoor gear
- Scaled from 0 to 100,000 users in 6 months with zero marketing spend (100% organic)
- Owned product, tech, e-commerce, and affiliate marketing end-to-end as acting business head

Senior Product Manager — Business Head

Reliance Games · 2012 – 2016

- Built the F2P product management practice from zero — team, process, and proprietary analytics/live-ops tools, years before SaaS alternatives existed
- Led a team of PMs; managed full P&L for the publishing business as acting Business Head
- Drove titles to 100M+ downloads and \$15M+ revenue through freemium transitions and live-ops
- Established and ran the Games Publishing business unit focused on the India market

Product Manager

Changyou India · 2011 – 2012

- Led India launch of MMORPGs Dragon Oath and Rising Saga; built distribution across 1,500+ cyber cafes nationwide
- Managed in-game events for acquisition and engagement; coordinated localization with teams in China and the US

Game Producer

Gameloft India · 2010 – 2011

- Managed porting of 400+ mobile games across first-gen smartphones and tablets; led a team of 18 developers and QA engineers
- Coordinated with device manufacturers and global teams to deliver pre-installs on new devices, on time and on budget

Assistant Product Manager — Release Manager

Zapak Digital · 2007 – 2010

- Launched and operated CrazyKart, one of India's earliest casual MMORPGs; drove event revenue up to ₹4,00,000/day
- Planned and executed all-India tournaments; collaborated with Korean and Chinese teams on feature delivery

Team Lead — QA Operations

iEnergizer · 2004 – 2007

- Led quality testing of global MMORPGs for Sony Online Entertainment and THQ; Employee of the Year (2005)
- Achieved the highest QA-quality ranking for 6 consecutive months; led console compliance testing for PSP titles