

UTKU KARAKACAN

Product Manager

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SUMMARY

Product Manager with 8+ years of experience across game product development, product strategy, Free-to-Play (F2P) systems, LiveOps, monetization, game economy, experimentation, and data-informed development.

EXPERIENCE

SPEKTRA GAMES | Senior Game Designer / Product Manager

Istanbul, Turkey | February 2023 - September 2026

Highway Racer Pro

- Shipped and scaled Highway Racer Pro, which ranked #1 in the U.S. App Store Racing category for 12 consecutive months.
- Reached 500,000 downloads across the App Store and Google Play in its first month with zero paid user acquisition.
- Managed product discovery, stakeholder alignment, roadmap planning, feature and backlog prioritization, Product Requirements Document (PRD) creation, and Agile/Scrum delivery for a 20-person cross-functional team.
- Independently queried game data with SQL and performed product analytics, including cohort and funnel analyses, using Artificial Intelligence (AI) tools to prioritize product actions and experiments.
- Owned end-to-end design of all major game systems, including level progression, economy and balancing, Experience Points (XP), missions, and First-Time User Experience (FTUE).
- Designed a comprehensive vehicle customization system and coordinated closely with the 3D art team throughout vehicle production.
- Built realistic physics models for each vehicle in spreadsheets and a distance-based race simulator that predicted the winning car for each track length.
- Built a spreadsheet progression simulator covering Car Level, Driver Level, and every currency source and sink, forecasting player states by day, condition, and segment.
- Designed the system architecture and workflows for an internally developed LiveOps tool deployed in Highway Racer Pro.
- Centralized all A/B experiments - including country-specific pricing, tutorial, and economy tests - in a remotely managed control system.
- Drove Average Revenue Per User (ARPU) growth through data-driven A/B testing across monetization and progression systems.
- Accelerated rapid prototyping and production through AI-assisted workflows, including document creation, User Interface (UI) mockups, and audio generation.

Parking Master Multiplayer 2

- Increased Average Revenue Per Daily Active User (ARPDau) by 40% through systems redesign and monetization experiments validated with controlled A/B tests.
- Improved Day 1 retention through targeted PlaytestCloud studies, First-Time User Experience (FTUE) design, and iterative feature validation.
- Translated behavioral and monetization data into experiment hypotheses, success metrics, and prioritized product decisions.
- Coordinated cross-functional sprint planning and project goal setting across development and live operations.

Drag Clash

- Designed systems for a casual multiplayer player-versus-player (PvP) drag-racing game built around chests and card-based vehicle upgrades.
- Designed and simulated the chest system, card-upgrade progression, and First-Time User Experience (FTUE).
- Created vehicle balance and spreadsheet-based physics and race simulations that predicted outcomes before implementation.

MYNET GAMES | Game Designer

Istanbul, Turkey | July 2021 - February 2023

Berry Match

- Designed levels around the game's chain-matching mechanic.
- Created level objectives and integrated them into the level progression.
- Contributed to a 50% Day 1 retention rate.

Madness Match - PvP Match 3

- Designed boosters, round systems, and tile-spawn probabilities for competitive PvP play.
- Created new level mechanics and designed their interactions within the competitive match structure.

Multiplayer Basketball

- Designed the shooting mechanic, built its technical simulation, and executed validation tests before implementation.

PvP Card Battle

- Designed card mechanics, progression, chest systems, and First-Time User Experience (FTUE).
- Built economy and progression simulations in Machinations.io.
- Created chest-opening and card-balance simulations to validate rewards, rarity, and competitive balance.

GAMEFACTO | Game Designer

Istanbul, Turkey | June 2020 - July 2021

Raft Wars

- Designed and implemented core gameplay, meta systems, and player progression for a turn-based shooter using iterative, data-driven methods.

YOUZU GAMES | Game Designer

Istanbul, Turkey | June 2018 - July 2020

- Analyzed titles originating in Asia and adapted them for European and MENA markets.
- Created game concepts and organized live events through market research and game analysis.
- Supported successful regional releases including Game of Thrones: Winter Is Coming, Legacy of Discord: Furious Wings, and KOF98.

EDUCATION

Bachelor of Arts (B.A.) in Digital Game Design

Istanbul Bilgi University | Istanbul, Turkey | September 2016 - June 2021

SKILLS

Product Management: Product strategy, product discovery, product roadmaps, feature and backlog prioritization, stakeholder management, Product Requirements Documents (PRDs), LiveOps, soft launch, monetization, retention

Analytics & Experimentation: Key Performance Indicators (KPIs), player segmentation, cohort analysis, funnel analysis, A/B testing, experiment design, product analytics, SQL

Game Product Design: Free-to-Play (F2P) systems, economy design, progression design, balancing, level design, First-Time User Experience (FTUE)

Production & Tools: Agile/Scrum, sprint planning, cross-functional leadership, Jira, Confluence, Excel, Machinations.io, Unity, Figma