

# VIC BEKARIAN

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## EXPERIENCE

**2K Games** – Novato, CA

**Sep 2021-Present**

*Lead Product Manager, Unannounced Midcore Mobile Titles*

- Establish, communicate, and pursue product vision and strategy for unannounced mobile titles
- Evaluate market trends and competitor performance to forecast business targets, re-evaluating the impact to P&L with each iteration of product testing
- Drive product improvements to achieve launch targets through rigorous data analysis of user behavior and through iterative design fueled by the results of hypothesis-driven testing
- Develop and leverage relationships with internal stakeholders, external development partners, and regional teams to build and execute a global launch in pursuit of worldwide success

**Blizzard Entertainment** – Irvine, CA

**Mar 2020-Aug 2021**

*Senior Product Manager, Diablo Immortal (Over \$315MM in Revenue to-date)*

- Coordinated and aligned multiple stakeholders (including co-development partners) through feature development, live operation, and the execution of multiple internal and external soft launch tests
- Analyzed and reported public test performance to inform feature iteration, tuning, P&L forecasts, and future testing
- Worked cross-functionally and internationally on launch planning, localized CRM, and market forecasting while navigating regional, legal guidelines
- Sized opportunities and evaluated the benefits of expanding device compatibility and implementing controller support, allowing for a wider player audience while minimizing additional cost to support
- Developed UI/UX recommendations for critical parts of the player experience including first launch flows, purchase flows, OS permission prompts, and content patching
- Supported user research teams with playtest instructions, survey content, and interview protocols

**Jam City** – Carlsbad, CA

**May 2018-Mar 2020**

*Product Manager, Cookie Jam (Over \$448MM in Revenue to-date)*

- Managed the design and live operation lifecycles of 40+ game features including UI/UX improvements, new gameplay features, metagame systems, game balancing features, and monetization systems, increasing average revenue per user to historic highs for a top 100 puzzle game
- Championed the incorporation of consumer insights into the product development cycle, including direct player communication, new feature usability testing, VIP player surveys, and segmentation research, which improved feature performance with each launch and minimized necessary iteration
- Conducted spot analysis and built live views to monitor and analyze A/B test performance, game economy metrics, difficulty tuning, feature engagement, and various other requests from the team
- Leveraged cross-functional relationships to optimize user acquisition performance, publishing strategies, marketing campaigns, and consumer insights studies, increasing return on ad spend for major channels
- Planned content pipelines by evaluating content consumption, allowing for smarter and leaner content production practices for the development team by letting designers plan more efficient use of resources

## EDUCATION

**University of Southern California, Marshall School of Business** – Los Angeles, CA

**2016-2018**

*Master of Business Administration*

*Leadership: Founder and President, Marshall Interactive Gaming Association*

*Case Competitions: Winner, Zynga Product Management; Finalist, Jam City Product Management*

**University of California, San Diego** – La Jolla, CA

**2008-2013**

*Bachelor of Science, Aerospace Engineering*

## COMMUNITY INVOLVEMENT

*Treasurer & Board Member, International Game Developers Association – San Diego Chapter (2018-2020)*

*Executive Mentor (Gaming), USC Marshall School of Business*

*Alumni Advisor, USC Marshall Interactive Gaming Association + USC Armenian Business Students Association*

## RELEVANT SKILLS

*SQL, Tableau, Microsoft Excel (Analytics), R, Statistical Analysis (Hypothesis Testing, Predictive Modeling), SCRUM/AGILE methodology (software development sprints), Prototype & New Product Usability Research*