

Kristiyan Elev

GAME ECONOMY DESIGNER / DATA ANALYST / BUSINESS ANALYST

GAME ECONOMY DESIGN
DATA & BUSINESS ANALYSIS

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PROFILE

I analyze and design live game economies. My work combines configuration data, player behavior, competitive benchmarks, and simulation models with progression, systems, and monetization design across 4X strategy, MMO, simulation, and idle games.

At eRepublik Labs, I own the economy analysis behind translating a live 4X game into the foundation for a new title. I work directly in more than 300 production configuration tables, reconstruct their logic, quantify progression risks, benchmark the market, and turn the result into documented models, requirements, recommendations, and tools.

Before that, I designed monetization and economy systems for Realm of the Mad God and DragonVale at DECA Games. The work is evidence-led, documented, and designed to remain useful beyond the original analysis.

SKILLS	ECONOMY & PROGRESSION Resource models, faucets and sinks, progression curves, rewards, pricing, total cost, pacing, and balance.	SYSTEMS DESIGN Buildings, research, troops, heroes, quests, shops, gacha, battle passes, and LiveOps.
	ANALYSIS Player behavior, retention, conversion, ARPU and ARPPU, forecasting, benchmarking, and risk diagnosis.	TOOLS & DELIVERY Google Sheets, Excel, BigQuery, Chart.js, React, specs, dashboards, validation, and source-of-truth pipelines.

EXPERIENCE

2025 - PRESENT
REMOTE

Game Economy Designer

EREPUBLIK LABS / 4X MOBILE STRATEGY

- Own the deconstruction of a live 4X economy and turn it into a documented design foundation for a new title in pre-production, covering buildings, research, troops, equipment, heroes, alliances, quests, world-map content, and monetization.
- Decode and document more than 300 production configuration tables, resolving localization keys, reward registries, dependencies, and manually tuned curves into readable system models.
- Benchmark 18 competitor titles and quantify structural risks, including a 6.5x troop-tier cost jump and a 37x jump inside alliance research, before they can be carried into implementation.
- Design implementation-ready rebalances, including 18,175 quest tasks, and write specifications for economy simulation, stage-authoring, and design-to-data tooling.

MAY 2025 - PRESENT
INDEPENDENT / REMOTE

Solo Game Developer

INDEPENDENT GAME PROJECT

- Design the core loop, progression structure, resource economy, upgrades, and long-term content architecture for an idle incremental game.
- Build reusable simulation sheets that model production, costs, unlock pacing, global modifiers, and the effects of balance changes before implementation.
- Develop the playable prototype and structured content pipelines, connecting design assumptions to working systems and implementation constraints.
- Run playtests, interpret progression and usability feedback, and iterate on pacing, clarity, and player decision-making.

EXPERIENCE

FEB 2022 - AUG
2025
REMOTE

Monetization Designer

DECA GAMES / REALM OF THE MAD GOD

- Designed and optimized stores, offers, battle passes, reward structures, and LiveOps systems using conversion, retention, ARPU, ARPPU, and player-behavior data.
- Proposed, modeled, and balanced Celestial Stones, a scalable premium cosmetic currency that reversed a declining sales trend and generated six figures of additional revenue in its first year.
- Owned monetization features from opportunity framing and economy modeling through requirements, implementation support, launch measurement, and post-launch iteration.
- Worked across product, game design, analytics, art, and engineering to balance commercial goals with accessibility, player value, and long-term system health.

SEP 2019 - FEB
2022
REMOTE

Monetization & Economy Designer

DECA GAMES / DRAGONVALE

- Designed and balanced limited-time offers, seasonal-event economies, reward structures, currencies, store pricing, and progression pacing for a long-running simulation game.
- Built spreadsheet models that connected content supply, reward distribution, player progression, and purchase value to retention and commercial targets.
- Used player feedback and performance data to diagnose friction, tune rewards and pricing, and recommend changes to live-event and store configurations.
- Aligned monetization plans with the content-release calendar, contributing to record seasonal sales while respecting the expectations of an established player community.

SELECTED WORK

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| 01 | 4X economy rebuild
Twelve workstreams reconstructed from live data, benchmarked, documented, and rebalanced for a new title. |
| 02 | Celestial Stones
A premium currency for Realm of the Mad God that created a scalable cosmetic economy and six-figure first-year uplift. |
| 03 | Economy simulator & data pipeline
Specifications and reusable tools that turn design inputs into validated, simulation-ready game data. |
| 04 | Gacha box builder
A designer-friendly tool for reward pools, probability checks, outcome visualization, and clean data export. |

EDUCATION

2019	Bachelor of Finance University of Economics, Varna
2014	High School of Mathematics Varna