



DAVIDE SCAVO

Game Product Manager — Live Service, Systems & Player Retention

Milan - Italy | Open to International Roles

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EXECUTIVE PROFILE

Game Product Manager with 15+ years of experience designing and scaling complex systems, with a focus on player behavior, retention, and live service environments.

I specialize in designing system-driven player experiences, where progression, economy, and engagement loops are built to sustain long-term retention and product stability.

My background combines:

- Game systems exposure (ID@Xbox ecosystem, collaborations)
- Live service and progression design (Besteam, independent systems)
- KPI-driven product environments at scale (Microsoft, Samsung)

Approach:

Designing systems that influence player behavior over time, not isolated features

Product Practice & Ongoing Work

Actively designing and documenting game systems (progression, retention, live service) through portfolio case studies and applied product frameworks

CORE SKILLS

- Live Ops & Retention Systems
 - Progression Design & Reward Structures
 - Game Economy (Faucets & Sinks, Balance)
 - Product Roadmapping & Feature Prioritization
 - KPI Analysis (MAU, churn, conversion funnels)
 - A/B Testing & Iteration Thinking
 - Player Behavior & UX Friction Analysis
 - Cross-functional Collaboration (Design, Dev, Data)
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PROFESSIONAL EXPERIENCE

Besteam — Product Strategy & Systems Design 2024 – Present

- Designed progression and engagement systems for a persistent multiplayer football experience (11v11, competitive environment)
 - Built season pass system focused on **status-driven progression (non pay-to-win)** to preserve competitive integrity
 - Defined retention architecture including **daily loops, progression pacing and engagement recovery systems**
 - Designed onboarding through progression systems, reducing reliance on tutorials and improving early player understanding
 - Contributed to product direction, aligning gameplay systems with long-term retention and player trust
 - Collaborated with stakeholders on **feature prioritization and system trade-offs (engagement vs fairness vs monetization)**
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SEE Esports — VP & International Expansion 2023 – Present

- Leading the development of an **international university esports ecosystem** across Europe and MENA
 - Designing scalable structures for **competitive environments, tournaments and player ecosystems**
 - Working with universities and institutional stakeholders to build **long-term esports programs**
 - Defining governance models to ensure **competitive integrity, player experience and system sustainability**
 - Contributing to the integration of esports with **education, performance tracking and player development systems**
 - Collaborating with partners to expand the ecosystem across multiple regions, aligning **product, community and competitive structures**
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Microsoft / Hevolus — Product & Systems Leadership 2018 – 2023

- Designed and optimized **complex systems operating at scale across multiple markets and industries**
 - Built KPI frameworks and dashboards to support **data-driven decision making and performance tracking**
 - Worked on Xbox ecosystem initiatives, including **store optimization, product positioning and content presentation**
 - Collaborated with partners and product teams on improving **user engagement and product discoverability**
 - Introduced structured execution models (Agile / KPI-driven) improving predictability and delivery efficiency
 - Supported alignment between product strategy, execution and business goals across multiple stakeholders
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ID@Xbox Ecosystem — Game Systems & Product Exposure 2018 - 2023

- Analyzed gameplay systems across multiple titles, focusing on **core loops, meta progression and long-term engagement structures**
 - Evaluated how progression systems, reward structures and difficulty scaling impact **player retention and session depth**
 - Contributed to discussions with developers and partners on **system design trade-offs, player experience and product positioning**
 - Supported initiatives related to **store presence and Game Pass positioning**, aligning gameplay systems with discoverability and audience expectations
 - Gained exposure to **live service environments, production pipelines and real-world development constraints**
 - Developed a strong understanding of how **game systems interact with business models and distribution platforms**
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Second Dinner — Strategic Product Consulting (Marvel Snap) 2024 - 2026

- Supported product expansion strategy across EMEA, analyzing **player behavior, engagement patterns and regional differences**

- Evaluated how live systems (rewards, progression, events) needed to adapt across markets to maintain **engagement and retention**
 - Contributed to aligning **game systems, monetization and player expectations** across different audiences
 - Worked on competitive and community-driven initiatives, including **esports structures and player engagement frameworks**
 - Provided a product perspective on how to balance **accessibility, depth and long-term player motivation**
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Fatshark — External Collaboration (Warhammer: Vermintide 2) 2016 - 2018

- Contributed to player experience analysis with a focus on **engagement loops, difficulty scaling and cooperative gameplay dynamics**
 - Provided a product-driven perspective on how gameplay systems impact **retention and session quality**
 - Analyzed how combat systems, progression and rewards interact to shape **player behavior over time**
 - Focused on system-level reasoning rather than isolated features, evaluating **long-term sustainability of engagement systems**
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Samsung Electronics — Program Manager (Gaming & Innovation) 2015 – 2020

- Managed high-visibility programs across gaming, marketing and innovation environments
 - Designed execution systems integrating product, marketing and performance tracking
 - Led initiatives in esports and gaming ecosystem (Samsung Morningstars), managing players, events and engagement
 - Defined KPI-driven frameworks for campaign performance and decision-making
 - Coordinated cross-functional teams across product, marketing and external partners
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Sourcing Italia — KPI & Process Manager 2024 – Present

- Designed KPI frameworks and dashboards to support decision-making and performance visibility
 - Built data-driven systems improving operational clarity and execution efficiency
 - Applied product thinking to system design, focusing on scalability and measurable outcomes
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GAME SYSTEMS & DESIGN WORK

Portfolio Projects (Available Online)

- Actively designing and documenting game systems (progression, retention, live service) through portfolio case studies and applied product frameworks
 - Focus on **long-term player engagement, system interaction and scalability**
 - Developed systems including:
 - progression architectures
 - economy balancing
 - live service structures
 - modular gameplay systems
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GAMING & PLAYER DNA

- Long-term involvement in gaming across RPG, MMO, FPS, MOBA, competitive and cooperative experiences
 - Experience in esports environments, including team management and competitive systems
 - Strong interest in system-driven games, progression depth and player mastery
 - Background includes tabletop RPGs, strategy games and competitive gaming environments
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TOOLS & TECHNOLOGIES

Product & Analytics

- Power BI, Power Query
- KPI frameworks (MAU, churn, retention, conversion funnels)
- Behavioral analysis and player data interpretation
- Experimentation frameworks (A/B testing, feature iteration)

Experience working with data to support product decisions, retention optimization and system balancing

Product Development

- Agile / Scrum
- Product roadmapping & backlog prioritization
- Feature definition and iteration cycles
- Cross-functional collaboration (design, engineering, data)

Game Design & Systems (Applied)

- Progression system design
- Game economy balancing (faucets & sinks)
- Live service structures and retention loops
- Player behavior modeling and engagement systems

Technical & Data Ecosystem

- Firebase (analytics & backend logic understanding)
- GitHub, DevOps (workflow and collaboration level)
- API-based systems (conceptual understanding)
- Data pipelines and dashboarding

Mobile & Platforms

- iOS / Android ecosystem awareness
- F2P systems, monetization loops and retention mechanics
- App store dynamics and live update environments

Game & Prototyping Tools

- Unity (concept-level prototyping and systems testing)
- AI tools for asset generation (Meshy, generative pipelines, etc.)

Design & Creative Tools (Support)

- Adobe Photoshop (UI mockups, visual communication)
- Figma (basic prototyping and product flows)

Collaboration & Workflow

- Jira, Trello
 - Slack, Discord
 - Microsoft Teams
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EDUCATION

Master in Product Management — Product School

WHY I BRING VALUE

I combine product strategy, systems design and player behavior understanding to build game systems that are:

- scalable and sustainable over time
- designed for retention, not short-term engagement
- balanced between player experience, fairness and monetization

I don't design isolated features.

I design systems that shape how players engage, return and evolve over time.