

# RAHUL SHAH

Lead Producer | Mobile Gaming  
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16 years in mobile gaming, currently leading production, live operations, and game development across a portfolio of live service, skill-based, and casual titles that generate ~\$30M in annual revenue with 25 million monthly active users at Moonfrog Labs. Full ownership of the end-to-end production plan across four live titles: feature roadmaps, milestone schedules, soft launch, global release, and post-launch live operations. Delivery spans product, engineering, art, QA, UX, marketing, and CX. Have contributed to P&L planning, studio budgets, and greenlight discussions. Redesigned team structures and led a Platform Engineering POD that built proprietary tooling to cut the LiveOps art-to-release cycle by 80%. Earlier built customer experience functions from scratch, ran VIP programs that generated 50%+ of IAP revenue, and managed 24/7 support across 30+ titles at Glu Mobile. Co-founded Team Err0r, India's #1-ranked DOTA 1 esports team.

## CORE COMPETENCIES

End-to-End Production Leadership | Multi-Title Portfolio Management | Live Ops & Revenue Ownership | P&L & Studio Budgeting | Go-to-Market Strategy | Monetization & IAP Design | Production Tooling & Systems Efficiency | Team Building & Mentorship | Cross-functional Leadership | Vendor & Partner Management | Quality Standards & Production Reviews | Competitor & Market Intelligence | Stakeholder Management

## PROFESSIONAL EXPERIENCE

### Lead Game Producer

Jan 2025 – Present

*Moonfrog Labs (Stillfront Group) Bengaluru*

- Own the end-to-end production plan and live-ops roadmap across four skill-based and casual titles (Teen Patti Gold, Ludo Club, Parchis Club, What The Fate). The portfolio serves 25 million monthly active users and generates ~\$30M in annual revenue. Release planning and go-to-market (GTM) execution run across product, engineering, QA, art, UX, marketing, and CX.
- Drove live-ops events to 40% of IAP revenue across the portfolio by tightening release cadence and improving cross-functional handoffs between six teams.
- Secured stakeholder alignment on proposals for AI-assisted art production, AI-driven localisation, new game team structure, and platform expansion. Used AI tools like Cursor to expedite internal tooling development and engineering cycles. Multiple proposals were actioned within the quarter.
- Led a Platform Engineering POD that designed and built a proprietary internal tooling system. The result: LiveOps art-to-release cycle time dropped by 80%, from a multi-day bottleneck to a same-day pipeline across all four titles.
- Lead all art production pipelines for LiveOps content sales and content pushes in partnership with the Creative Director, Art Lead, and art project managers.
- Run post-launch production reviews, post-mortems, and retrospectives after every major release. Player data and analytics insights feed directly into scope and priority decisions for the next cycle.
- Manage production workflows using Jira, Confluence, and NotebookLM across multidisciplinary teams. Also collaborate with peers across Stillfront Group studios on knowledge transfer and shared production learnings.
- Generated hundreds of thousands of organic installs over three years through owned storefront marketing on Google Play and App Store Connect.
- Expanded Parchis Club onto Microsoft Games and Meta Instant Gaming, opening two incremental revenue and distribution channels without additional headcount.
- Contributed to P&L planning, annual studio budgets, and greenlight discussions for Ludo Club and Teen Patti Gold alongside the Studio Head and C-suite stakeholders. This covered staffing, live-ops spend, vendor costs, and make-or-buy assessments for new features and outsourcing decisions.
- Redesigned team structure alongside the Executive Producer and function heads: introduced POD models, war rooms, and focused squads. Mentored producers and project managers, and set quality standards that improved planning velocity and milestone predictability.

- Directed the soft launch and full nationwide rollout of What The Fate. Owned milestone schedules, scope and risk trade-offs, QA, store submissions, and day-one live-ops from the ground up.
- Represented Moonfrog at Gamescom LATAM '25, GDC (San Francisco), IGDC (Hyderabad, Chennai), Gamescom Asia (Bangkok), Comic Con (Bengaluru), and other global industry events. Presented the Creator Program pilot at Gamescom LATAM; partner insights from these events shaped portfolio strategy across Indian and Southeast Asian markets.
- Negotiated and onboarded external partners, agencies, and vendor relationships across social media, SEO, ad networks, and research. Owned contract terms, KPIs, and budget accountability across each engagement.
- Track competitor activity, market trends, and KPI performance using Sensor Tower, Playliner, and data analytics tools. Findings have shaped live-ops meta design, seasonal content planning, balance updates, feature expansions, and production priorities.

### **Senior Game Producer**

Oct 2021 – Dec 2024

*Moonfrog Labs Bengaluru*

- Led the global launch and localisation roadmap for Parchis Club across 10+ markets. Adapted content for local audiences and coordinated delivery across six functions, including product, engineering, art, QA, marketing, and CX.
- Ran cross-functional feature delivery cycles across product, engineering, QA, art, UX, marketing, and CX. Live-ops revenue accounted for 40% of IAP for the title.
- Negotiated vendor contracts, KPIs, and payment terms with external agencies and outsourcing partners. Reduced delivery risk and improved milestone predictability.
- Partnered with product managers and studio leadership on quarterly roadmaps, monthly deliverables, and annual budgeting and strategy discussions. Presented at monthly business reviews.

### **Senior Manager, Customer Experience**

Jun 2019 – Oct 2021

*Moonfrog Labs Bengaluru*

- Built Moonfrog's community and support functions from zero: hired the team, set SLA targets, and established operational playbooks across multiple titles.
- Launched a VIP-concierge program that generated over 50% of IAP revenue for the title it covered. High-value player relationships became a direct revenue lever.
- Designed in-game contests, tournaments, and live events that grew daily active users across titles.

### **Customer Support Manager**

Oct 2018 – May 2019

*Tencent Games India Bengaluru*

- Managed player support for PUBG Mobile and Arena of Valor while embedded across Esports, Product, Data, Business Development, and Art teams. Ran daily coordination meetings and kept cross-functional delivery on track.
- Negotiated and managed 10+ vendor contracts and NDAs. Handled invoicing and agency payment workflows.
- Organised online league-ops tournaments and city-wide offline events that grew the community 25% month-over-month.

### **Customer Care Manager**

Nov 2014 – Oct 2018

*Glu Mobile (now EA Games) Bengaluru*

- Managed 24/7 support across 30+ free-to-play (F2P) and freemium mobile games with a 40-person team across five regions. Covered launches for Racing Rivals, Kim Kardashian: Hollywood, Deer Hunter, and Tap Sports Baseball.
- Deployed VIP-concierge workflows that improved high-value player retention by 20%.
- Built CX dashboards and internal tooling that improved first-contact resolution by 15%.
- Owned hiring, training, and performance management for 11 direct reports.

### **Customer Service Lead**

Nov 2012 – Nov 2014

*GSN Games (Bash Gaming) Bengaluru*

- Led support for Bingo Bash and Slots Bash; surfaced top-issue trends to the studio that reduced repeat tickets by 12%.
- Managed a team of five, ran daily coordination meetings, and built support tooling for new game launches.

### **Senior TSA, Sky UK Chat Support**

Nov 2011 – Oct 2012

*Firstsource Solutions Ltd. Bengaluru*

- Achieved 92% customer satisfaction; improved resolution efficiency by 20% and reduced repeat contacts by 15%.
- Designed and delivered onboarding training programs for new customer service representatives.

### **Game Master / QA Tester**

Nov 2007 – Nov 2009

*Acclaim Games Inc. Bengaluru*

- Ran real-time in-game events for 9Dragons and 2Moons that lifted DAU by 8%.
- Documented and tracked 200+ bugs and worked directly with dev teams on fixes.

### **Game Master**

May 2007 – Nov 2007

*K2 Network Pvt Ltd Bengaluru*

- Ran weekly in-game monetisation events for Knight Online that increased event participation by 30%.

## **ESPORTS**

### **Esports Athlete & Co-Founder**

Mar 2005 – Nov 2008

*Team Err0r India*

- Co-founded Team Err0r, which became India's #1-ranked DOTA 1 team; competed in national tournaments and represented India in international competitions.

## **EDUCATION**

### **High School**1990 – 2003

*Shama Vidya Shala Bengaluru*