

EDUCATION **Stanford University**, Stanford, CA**Ph.D. in Economics**, 2021

- Concentrations: Industrial Economics, Corporate Finance, and Entrepreneurship & Innovation

Northwestern University, Evanston, IL**B.A. in Economics, Mathematics, and Mathematical Methods in Social Sciences**, 2012

SKILLS

- **Languages & Aptitudes:** Python (Pandas, NumPy, Scikit-Learn, Statsmodels, PySpark, etc.), SQL, Stata, Matlab, R, Go, Solidity, Vue/React, C#, Redis, Azure, Git, Databricks, Tableau; full-stack development of data analytics platforms (frontend, REST APIs, cloud deployment, and ML pipelines)
- **Machine Learning:** regression, classification, dimensionality reduction (clustering, recommendation)
- **Empirical Economics:** causal inference, quant. marketing (AdTech), experimentation (A/B Testing)

WORK

Head of Data at *Gamers Lab*, Remote, March 2026 - Present

EXPERIENCE

- Spun off from Uprising Labs, continuing with the same manager and core team
- Led data for an analytics platform integrated with 5+ game studios, enabling standardized gameplay telemetry, verifiable gameplay data, developer tooling and APIs, and player analytics
- Built end-to-end data and analytics infrastructure, including **KPI** frameworks, player **segmentation**, cohort analysis, **churn** prediction, A/B tests, and **LTV** models to improve personalization and product

Head of Economy at *Uprising Labs*, Remote, June 2024 - Present

- Supported 10+ game studios across publishing, go-to-market, game economy, monetization, analytics, blockchain integration, and live ops
- Operated and supported a web3 game accelerator for the Somnia ecosystem
- Led economy and monetization initiatives across multiple titles, developing progression, balancing, sinks and faucets, NFT mechanics, and live ops strategies to improve retention and engagement
- Developed backend REST APIs and gameplay services, implementing economy systems, player state management, leaderboards, NFT integration, and other game server logic
- Collaborated with executives, producers, designers, engineers, and external partners on product strategy, financial modeling, publishing evaluations, and growth initiatives

Economy Design Lead/Economist (Contract) at *The Sandbox*, Remote, April 2024 - March 2025

- Led economy design and analytics initiatives for web3 gaming, focusing on game economy, progression, balancing, monetization, live ops, and user analytics
- Designed and balanced gameplay systems including resource generation, crafting loops, incentives and rewards, sinks and faucets, and in-game currency economies
- Led development of KPI frameworks, measurement, and player analytics to support product strategy, economy balancing, and player engagement optimization
- Collaborated with product managers, designers, engineers, and stakeholders to improve game features

Senior Economy Designer at *Pixelberry (Nexon)*, Los Altos, CA, March 2023 - March 2024

- Led **product management** for the economy/monetization features of interactive story game and UGC platform and data initiatives, aimed at improving conversion/retention and ensuring stable economies
- Led the design and analysis of **surveys**, **A/B testing**, and **measurements** to extract insights from heterogeneous responses and treatment effects, guiding product features, live ops, and monetization
- Created dashboards to monitor game economies and user behavior, facilitating data-driven decisions
- Developed user **cohort & behavior analytics** frameworks and **churn prediction** models to derive actionable insights, leading to increased conversion, improved retention, and enhanced user experience
- Led **feature engineering**, improving data quality, and **clustering** and **dimensionality reduction** for user **segmentation** and **personalization**, enhancing marketing/UA, reengagement, and retention
- Led data-driven **IAP pricing**, **financial modeling**, and **forecasting** to support strategic decisions

Economist at *Alloy & Reach*, Boston, MA, March 2022 - March 2023

- Led **product management** for the design of monetization and incentive models; the mechanics of tokens, NFTs, and smart contracts; tokenomics; and web3 gaming platform and marketplace
- Collaborated with producers, designers, and engineers, resulting in successful MVP/beta launch
- Led data science initiatives in data pipelines, data dashboards, **prescriptive analytics**, and **pricing**
- Led **financial modeling, forecasting**, and data-driven decision support in marketing and fundraising
- Advised indie gaming studios on monetization and economy design, fostering stronger partnerships

Data scientist at *Retina AI*, Santa Monica, CA, September 2021 - January 2022

- Diagnosed and improved product pipelines in **feature engineering** and **recency, frequency, & monetary value (RFM)**, **dimensionality reduction**, **clustering** and other statistical models
- Automated internal model training (**param tuning & cross-validation**), leading to higher efficiency
- Developed and productized **cohort analysis** using Gelbach decomposition to disentangle the impact of consumer attributes on cohort heterogeneity in purchase patterns, garnering positive client feedback
- Developed and productized **feature selection (Lasso and boosting trees)** to identify the relative importance across consumer attributes in explaining **Customer Lifetime Value (CLV)**

RESEARCH
EXPERIENCE

“Venture Capital Investment and the Role of Traction: Evidence from Mobile Entrepreneurship,” 2021

- Studied **causal inference** in VC’s investment decision and dynamics with **panel data** of startups
- Estimated **hazard model** with **control function approach (instrument var, MLE, bootstrap)**
- 2018 *Kauffman fellowship* (top 15 entrepreneurship dissertations), 2017 *Shultz fellowship* (Stanford)

“Relative Performance Evaluation in CEO Turnovers,” 2018

- Studied **causal inference** in corporate board behavior, the evaluation and turnovers of CEOs
- Devised novel **quasi-experimental** approach and estimated **2SLS** regressions (**instrument var**)

“Monetization Strategy Innovation in the Mobile Application Market,” 2016

- Examined adoption tendency and impacts of mobile app’s novel monetization strategies