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Product Leader · Web3 · Games · Consumer

## How I work

DESIGNER → HEAD OF PRODUCT

**Product is the job of seeing the trade-off clearly, making the call, learning from what the data says — and doing it again.**

Ten years building products, from designer to **Head of Product**. I joined Sky Mavis as **member #14**, designed the first Axie Marketplace, built the Product Design function, then led product for **Axie Web3** through the boom, the downturn and a rebuild — ending with an MMO playtest backed by **2M+ pre-registrations**.

### Strengths

- **Product strategy** & scope calls
- **Marketplaces** & player economies
- **Shipping under pressure** — MVPs, playtests
- **Building teams** — design & product
- **Hands-on build** — front-end, Git
- **AI-assisted** product building

DECIDE → TRADE-OFF → LEARN → AGAIN ↻

**10 yrs**

DESIGN → PRODUCT

**#14**

MEMBER AT SKY MAVIS

**\$4B**

ALL-TIME AXIE MARKETPLACE  
VOLUME

**10k → 60k+**

ON-CHAIN DAU AFTER  
BOUNTIES

## Experience

2015 — 2026

**Oct 2025 — now**

Independent

**Career break** · family & building with AI

- Became a dad. Relearning how to be a product builder with AI tools by shipping small products end to end.

**2021 — Oct 2025**

Sky Mavis

**Head of Product, Axie Web3 · Axie Infinity**

- Owned Axie's web products end to end — **app.axieinfinity.com, the Axie Marketplace (\$4B all-time volume), staking** and the Axie economy. Advised Ronin's product team until it had its own product lead.
- Managed Axie's product and graphic designers (3 graphic, 3–5 product designers).
- After the market downturn, built **Bounties** — on-chain quests that brought in-game players on-chain. **On-chain DAU grew from ~10k to 60–70k**, against ~100k in-game DAU.
- **2025 · Atia's Legacy (MMO)**: managed 2 PMs across the web app and the game team. When the demo deadline slipped, stepped in as PM, set final scope (cut a new NFT character and player Land), reset the date publicly with the community and **shipped the first playtest to ~1,000 players**.
- Planned the pre-registration page and ran the campaign with Growth — **2M+ pre-registrations**.

**2020 — 2021**

Sky Mavis

**Lead, Product Design**

- Built the Product Design function from scratch and owned all product design headcount.
- Personally shipped the **Ronin explorer and bridge, the Axie Marketplace and staking**.

**2019**

Sky Mavis

**Product Designer** · first product designer, member #14

- Joined three months before Axie Classic, the company's first game, launched.
- Designed **v1 of the Axie Marketplace** — its layout was later cloned by other NFT marketplaces.

**2015 — 2019**

Anduin

**Product Designer** · second designer · legal-tech for private capital

- Built **~80% of the product's front-end** and worked in Git like an engineer, so what shipped matched the design standard.

**The next decision.**

I'm looking for a product worth spending the next few years building.

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