



Evans Kiragu

Product Manager | Game Product Leader | Founder

✉ evanskiragu@gmail.com ☎ +254727522222 📍 Nairobi, Kenya

🌐 [linkedin.com/in/evans-kiragu-3271aa94](https://www.linkedin.com/in/evans-kiragu-3271aa94) 🔗 mekangames.com/evans-kiragu

SUMMARY

Product Manager and Founder with 10+ years building and scaling free-to-play mobile games from prototype to live operations. Expertise in product strategy, monetization, LiveOps, experimentation, and retention across casual and hybrid-casual gaming.

Led award-winning **hit titles including *The President*** 🌐, reaching 20M+ players globally and contributing to a portfolio with 30M+ downloads.

PROFESSIONAL EXPERIENCE

Founder, Product Manager

Mekan Games

2020 – Present
Nairobi, Kenya

- Led and managed a cross-functional team of 15+ across product, engineering, design, and QA disciplines.
- Directed product strategy across ideation, prototyping, launch, LiveOps, and iteration for 100+ prototypes, shipped titles, and live free-to-play mobile games.
- Executed A/B testing, LiveOps initiatives, and data-driven product iterations, improving **D1 retention from 19% to 44%** and **ARPU from \$0.35 to \$0.77**. 🌐
- Optimized user acquisition and monetization strategies, reducing **CPI to \$0.43** and achieving **#1 free-to-play rankings in the US and 27 additional countries** 🌐.
- Managed publishing and product collaborations across casual and hybrid/casual gaming with CrazyLabs, TapNation, Kwalee and Voodoo
- Led publisher pitching, game evaluation, and business development efforts to secure publishing and growth opportunities.
- Selected for the **CrazyHubs Game Incubation Program** by CrazyLabs in South Africa.
- Applied technical expertise across C#, QA, 3D modeling, audio, and art pipelines to support end-to-end product execution.

Technical QA & Programmer

Internet of Elephants 🌐

06/2019 – 10/2019
Nairobi, Kenya

- Oversaw collaboration with external QA partners to ensure consistent quality standards across development milestones.
- Served as the primary liaison between QA and engineering teams, aligning defect reporting, prioritization, and resolution workflows.
- Directed bug tracking and verification processes to support stable internal alpha and beta releases.
- Streamlined bug reproduction and documentation workflows, enabling faster debugging and reduced engineering turnaround time.

Video Game Programmer

Internet of Elephants 🌐

10/2018 – 06/2019
Nairobi, Kenya

- Built interactive wildlife-themed games and educational experiences for web and AR platforms.
- Developed gameplay mechanics, systems, and application logic using C# and Unity.
- Designed and implemented responsive UI systems for engaging user experiences.

- Worked in a multicultural development team across design, art, and engineering functions.
- Contributed to the successful launch of **WILDEVERSE** [↗](#) as part of a multidisciplinary team spanning design, engineering, and art.

Founder

Mekan Games

09/2016 – 07/2018
Nairobi, Kenya

- Founded and independently operated Mekan Games, a studio focused on free-to-play, casual, and impact-driven digital products.
- Led end-to-end product delivery across client and internal projects from concept to launch
- Managed client partnerships and project delivery across civic education, gamified learning, and casual gaming initiatives.

Video Game Programmer

Duchman Productions

10/2015 – 08/2016
Nairobi, Kenya

- Built gamified marketing experiences for customer acquisition and engagement.
- Delivered interactive AR/VR experiences across multiple client projects.

Junior Animator

Duchman Productions

01/2015 – 09/2015
Nairobi, Kenya

- Handled rigging, modeling, and design to deliver animated promotional content for social media campaigns.

SKILLS

Product & Leadership, Game Development

Product Management • Product Strategy • Free-to-Play Monetization • LiveOps • A/B Testing • User Retention • Analytics • Agile/Scrum • Cross-functional Leadership • C# • Unity • QA Management

Portfolio & Case Study:

[LINK](#) [↗](#)

AWARDS

Top 40 under 40 Men - Kenya 2023

Business Daily

2023

Recognized for leadership and impact in technology and gaming [↗](#)

Game Of The Year Award - Africa

Game Industry Africa Awards

2022

The President [↗](#) won **Game of the Year, Most Impactful Video Game, and Debut of the Year** [↗](#)

Queen Young Leaders Award

The Queen Elizabeth Diamond Jubilee Trust

2018

Selected as one of 240 global recipients of Elizabeth II's Young Leaders Award.

Team Of The year (Nominee)

Game Industry Africa Awards

2025

Led cross-functional teams to secure a **Team of the Year** [↗](#) nomination

EDUCATION

Leading Change - Organizational Leadership

University of Cambridge

2018 – 2019

Developed for winners of the Queen's Young Leaders Award by the University of Cambridge

BSc. Computer Technology - Computer Science

Jomo Kenyatta University of Agriculture and Technology

2014 – 2018

LANGUAGES

English

Native



Swahili

Native

