CONTACT

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LOCATION
Gouda, NL · CET

LINKEDIN
linkedin.com/in/zicobakker

PORTFOLIO
zicobakker.com

EMPLOYMENT
Employee, contract or freelance (via own Dutch BV)

CORE SKILLS

- **Product ownership** of F2P mobile titles, from concept to live
- **Product ownership** of consumer mobile apps, from idea to store
- **Production**: Scrum, milestone planning, scope and risk
- **Monetization design**: IAP, subscriptions & trials, rewarded / interstitial ads
- **LiveOps & live-service** roadmaps and release planning
- **KPIs**: retention, conversion, ARPU, LTV, CPI, eCPM
- **Paid UA** on Google Ads, optimised on in-app events
- **Cross-functional leadership**: design, engineering, art, marketing

TOOLS

Firebase Analytics & A/B Testing · Google AdMob · Google Ads · Play Console · App Store Connect · Steamworks · SQL · Google Sheets · Flutter / Dart · Unity (C#) · Unreal Engine 4/5 · Jira · Hansoft · Notion · Miro · Figma · GitHub Actions

LANGUAGES

- **Dutch**: native
- **English**: fluent

EDUCATION

- **Design & Production**
  BUas (NHTV), Breda · 2017–2021
- **Game Programming**
  HKU, Utrecht · 2015–2017

Zico Bakker

PRODUCT LEAD · PRODUCER · FOUNDER

Product lead and producer with **10+ years in games and apps**. I run my own company's portfolio of **9 live mobile games and apps** end to end: roadmap, monetization, user acquisition and the numbers behind what ships next. Before that I co-founded Duckland Games and produced investor-backed titles (**$6.4M and ~$7M rounds**) with teams of up to 40 people, much of it remote. Around **500,000 downloads** across my games and apps.

Experience

Founder & Product Lead — ZiBa Entertainment B.V.

2026 — present · Gouda

Self-published mobile games & apps (iOS, Android) and PC/Steam · self-publishing as ZiBa Games since 2016

- Own the **full lifecycle of 9 live titles** (incl. Deadlight, La Famiglia, Klack Sort, Word Waves, MedMate, Streaks): vision, roadmap, launch, updates and support.
- Launched **La Famiglia** (Oct 2026), a painted turn-based mafia saga: ads + premium model, Remote Config balancing, EN and ES/LatAm campaigns.
- Design the **monetization mix per title**: rewarded and interstitial ads, one-time IAP, subscriptions with free trials; ad-free where the audience calls for it.
- Run **paid UA on Google Ads** (app installs and a Steam wishlist campaign) with budgets, test windows and kill rules set in advance, optimising on in-app events, not raw installs.
- Balanced **Deadlight** with a **headless simulation** that plays thousands of runs, tuning toward a target 30–35% success rate before shipping.
- Bringing **Deadlight to Steam**: PC edition with controller support and achievements, Early Access planned Q4 2026.
- Build the products myself in **Flutter** with CI/CD, so I know the engineering trade-offs first-hand; comfortable pulling my own data with **SQL**.

Co-founder & Producer — Duckland Games B.V.

2023 — 2026 · Breda

Forgotten Playland: Party Edition, a live-service 4-player party game on Steam

- Owned production, planning and the **multi-year live-service roadmap** across design, engineering and art.
- Stakeholder and investor communication around a **~$7M raise**.
- Managed external partners and vendors, incl. the **11-language localization** for the Steam release.

Game Producer — Studio Red

2021 — 2023 · Remote / NL

Ascenders, a sci-fantasy action-RPG in Unreal Engine 5

- Helped **scale the studio from 5 to 40 developers**: pipelines, policy, HR and tooling, largely remote.
- Sole producer on *Ascenders: Simulation*: **15-person team**, 6-month build, ran Scrum.
- Produced the funding trailer with a strike team of 5; the project closed a **US$6.4M round**.

Tech & UI Designer — Kari: Vanaheim

2019 — 2020

- Inventory, crafting and hazard systems plus UI flows for a UE4 puzzle-adventure shipped on Steam after 32 weeks, **88% positive**.

Earlier

Web Developer, Tuincentrum Holland (2014–2017): production websites and a custom configurator (JS, PHP, SQL).

Bit Buster · Influx (VR) · They See Me Rolling (2017–19): game, UI and systems design.

References available on request.