

Maksim Doronichev

Game designer & product builder

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Design and ship games and websites solo, end to end, through agentic engineering: two mobile games on RuStore and three websites. Before that, 15+ years in advertising, from copywriter to co-founder of an agency, with Apple, Cementum and the Moscow City Government among the work. That's where the product side comes from: audience, positioning, naming, the words on every screen, and leading a team to launch.

// skills

Unity / C# / Agentic engineering with Claude Code / Game design / Rapid prototyping / Positioning & naming
/ Copywriting / Team leadership

// experience

Independent game & web developer

2024 — present

Solo: game design, product, code, release. Games published as Very Ape

Games

- > **Farm Sort 2D** (2026) — sorting puzzle on a cozy pixel-art farm. Unity / C# · 3 months, idea to release · [RuStore](#)
- > **Match Jam 3D** (2025) — Match 3D core loop crossed with a jam mechanic, monetized with interstitial and rewarded ads. Unity / C# · 6 weeks, idea to release · [RuStore](#)

Web

- > **OXID/art** (2026) — name, logo and a bilingual English–Hebrew site, right-to-left included, for a concrete sculpture studio. [Case](#)
- > **Ask Lena** (2026) — a psychologist's site built around six questions clients ask before booking. [Case](#)
- > **Personal portfolio** (2026) — concept, design and code. [domain.tld](#)
- > Client sites built end to end: copy, design, frontend, backend and a custom CMS.

Agency owner & strategist

2017 — 2024

Co-founder & Chief Creative Officer — T2COM · Creative Strategist — Brands! (ad agency)

- > Co-founded T2COM, a project-based agency; ran creative for 10–15 clients and staffed every project with its own team, up to 20 people.
- > Built the Cementum brand out of Holcim Russia in three months: name, identity, a packaging line of 10+ SKUs; then launched its first national campaign.
- > Delivered a branded Moscow Metro train for the Moscow City Government, from concept to six months in service.

Selected clients: Cementum, Moscow City Government, Sber, Sibur, Segezha, Danone, BMW

Creative director

2013 — 2017

Writing Creative Director, Apple — Hogarth London, then Ogilvy Moscow · Creative Group Head — RCG Advertising Group

- > Shipped the Russian apple.com for every keynote, live at the same moment as the original.
- > Worked on 8+ product launches with Apple teams in the US and the UK: site copy, headlines, launch materials.
- > Led a creative group of three at RCG Advertising Group.

Selected clients: Apple, Heineken, Lexus, Jameson

Copywriter

2008 — 2013

Copywriter → Senior Copywriter — Geometry Global, ARK Connect, Integer/TBWA

- > Developed campaign ideas for international brands, from concept to headline, script and name.
- > Pitch win rate above 50%.
- > Notable result: concept and copy for the [Axe Rise Up](#) 3D campaign, +12% over the sales plan and +8% market share. Bronze at the Globe Awards.

Selected clients: Axe, Datsun, Visa, British American Tobacco

// education

Lomonosov Moscow State University — Public Administration, 2005

// languages

Russian — native · English — upper-intermediate (B2) · Spanish — intermediate (B1)