YURI BIALOSKURSKY

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PROFESSIONAL SUMMARY

- Multiple years of game design experience specializing in systems, online multiplayer, and UX design
- Proven leader with Design Director, Lead Designer, and Product Owner experience on multiple titles
- Adept at crafting, promoting, and integrating new design processes and documents for design teams
- Well versed in coordinating, scheduling, and executing features across multiple game teams and disciplines
- Experienced in managing and mentoring designers at various degrees of skill and responsibilities
- Proficient in data-driven approaches to prototyping, playtesting, and iterating on features
- Familiarity with programming concepts, tools (Unity and UE 5), and languages (C# and C++)
- Numerous interactions with media and PR through interviews and public speaking
- For more in-depth details and work examples, please visit my portfolio at https://www.yuribialoskursky.com

HARD SKILLS

- Confluence
- Figma
- Adobe Photoshop
- Adobe XD
- Unreal 5
- Unity
- C#
- C++
- Twine
- Perforce
- JIRA
- Microsoft Office

WORK EXPERIENCE

Director of Design   April – July 2024
Wolf Games - Madison, WI (Contract - Remote)

- Unannounced title (Mobile)
  - Consulted on a startup venture using proprietary AI tools to facilitate the creation of content for a new gaming experience
  - Helped guide and develop multiple UI and gameplay prototypes using Figma, Twine, and Unity

Design Director   2021 – 2024
Lost Boys Interactive - Madison, WI (Remote)

- WWE 2K22, WWE 2K23, and WWE 2K24 (Console and PC)
  - Led the design and implementation of live service features by collaborating with the client to translate their vision into creative pillars and deliverables
  - Directed a team of 8 designers, improving team efficiency by establishing documentation and data implementation best practices, facilitating onboarding, and coordinating task estimation, scheduling, and backlog prioritization
  - Identified and addressed friction points in tools and processes, resulting in significant time savings and quality of life gains for the design team
  - Defined clear communication channels and consistent terminology for use between the design team and other stakeholders

Senior Designer

PerBlue - Madison, WI (Hybrid)

- Disney Heroes: Battle Mode (Live Service - Mobile)
    - Lead Game Designer
    - Part of the leadership team involved in the day-to-day prioritization and determination of the game's creative direction
    - Designed and oversaw multiple data-driven, free-to-play PvP and PvE live service features, complete with analytics success metrics (KPIs)
    - Managed and mentored 3 junior designers
    - Spearheaded the design of a new "Challenger" tier within the ranked asynchronous PvP mode, to include a season-based model as well as new evergreen mechanics to both keep the experience fresh for players, as well as make greater use of their collection of heroes
    - Collaborated on the feature design for a new hero progression tier to maintain late game retention and increase player monetization

Designer II

2010 - 2018

Electronic Arts - Orlando, FL (On-Site)

- 2017 - 2018: NBA Live 19 (PS4 and XB1)
    - Product Owner
    - Pitched, designed, and organized the work for a new asynchronous online multiplayer mode, Court Battles
    - Constructed all UX wireframes, organized usability testing, and iterated based on UXR data
    - Developed all core systems including asynchronous matchmaking, rules of engagement, short / long term compulsion loops, and rewards
- 2015 - 2017: NBA Live 18 (PS4 and XB1)
    - Lead Online Designer and Product Owner
    - Orchestrated a new online live-service feature called "LIVE Events" including post-launch tools
    - Crafted and facilitated the creation of a new single player campaign mode called "Pro-Am Tour"
    - Collaborated on a game-wide messaging system used for objectives, rewards and notifications
- 2014 - 2015: NBA Live 16 (PS4 and XB1)
    - Lead Online Designer and Product Owner
    - Designed an entirely new cooperative and competitive online multiplayer experience called "LIVE Pro-Am", which was used as the marketing focal point for NBA LIVE 16
- 2013 - 2014: Madden NFL 15 (PS4 and XB1)
    - Lead Online Designer and Product Owner
    - Devised a supplemental matchmaking system to classify users based on their playing habits to address the issue of online toxicity in our competitive H2H mode
    - Responsible for drafting and evangelizing the long-term creative direction of online features
- 2012 - 2013: Madden NFL 25 (PS4, XB1, PS3 and 360)
    - Lead Online Designer and Product Owner
    - Successfully designed and directed a progression based online competitive multiplayer feature within our live-service mode, Madden Ultimate Team, and consulted on the same feature for NCAA 14
    - Spearheaded the designs for all core systems required on each of the new 1st party platforms
    - Established new processes for the Online and Social Features team which resulted in increased efficiency, accountability, and team morale
    - Coordinated the feature work, schedule, and backlog management for a satellite team

- 2012: Madden NFL 13 (Wii-U)
  - Lead Game Designer
  - Directed all creative decision making, priority determination, and their presentation to studio leadership
  - Redesigned, prototyped, and playtested changes to core gameplay interfaces in order to fully utilize the advantages of the Wii-U's unique controller
  - Mentored two junior designers for the duration of the project
- 2010 - 2012: NFL Blitz (XBLA and PSN)
  - Lead Game Designer
  - Responsible for all creative decision making and priority determination
  - Designed the entire online ecosystem including three unique competitive multiplayer experiences, an in-game economy, and a storefront to compliment them
  - Managed the schedule and backlog for the online team and occasionally the entire NFL Blitz team

Designer I   2008 - 2010
Electronic Arts - Orlando, FL (On-Site)
- 2009 - 2010: Madden NFL 11 (360 and PS3)
  - Owned the design, prototyping, and playtesting of a major online multiplayer feature, Team Play
  - Coordinated a team of various disciplines to create the Madden NFL 11 demo, including some unique viral marketing features
- 2008 - 2009: Madden NFL 10 (Wii)
  - Redesigned, prototyped, playtested, and guided the implementation of multiple core features including a more intuitive way for users to interact with Madden gameplay and UI using the Wii controller
  - Worked to improve community relations by reaching out and initiating both controlled messages and free form conversations on our forums

Associate Designer   2006 - 2008
Electronic Arts - Orlando, FL (On-Site)
- 2007 - 2008: Madden NFL 2009 (Xbox, PS2 and Gamecube)
  - Responsible for the direction and design of all non-gameplay related features
- 2006 - 2007: Madden NFL 2008 (Xbox, PS2 and Gamecube)
  - Designed the core UX and systems of a major new feature, Fantasy Challenge
- 2006: Superman Returns: The Video Game (Xbox, PS2, 360, PS3)
  - Executed the level design and implementation of all mini-game missions and objectives
  - Implemented game features within a proprietary state machine tool using LUA scripting
  - Worked in Maya to position static objects into the game world environment

Quality Assurance / Embedded Tester   2005 - 2006
Electronic Arts - Orlando, FL (On-Site)

EDUCATION

Full Sail University   Winter Park, FL   Graduated November 2004
Associate of Science in Game Design and Development