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| YURI BIALOSKURSKY | MADISON, WI • (407) 375-5880YURI.BIALOSKURSKY@GMAIL.COM |

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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>
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| **HARD SKILLS** |
|  | * Confluence
* Figma
 | * Adobe Photoshop
* Adobe XD
 | * Unreal 5
* Unity
 | * C#
* C++
 | * Twine
* Perforce
 | * JIRA
* Microsoft Office
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| **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
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|  | **Design Director** | **2021 – 2024** |
|  | **Lost Boys Interactive - Madison, WI (Remote)*** WWE 2K22, WWE 2K23, and WWE 2K24 (Console and PC)
	+ Collaborated with our client studio to translate their vision into creative pillars and deliverable features for the live service My Faction (collectible card game) and MyGM modes
	+ ​Managed and/or directed a mixed team of 8 internal and client studio designers at varying degrees of seniority and responsibilities
	+ Established documentation and data implementation best practices to help create a standardized approach/vocabulary, which also facilitated the onboarding of new designers
	+ ​Handled the coordination of all task estimation, scheduling, and backlog prioritization for the design team
	+ Worked with my team to identify friction points in our tools/processes, iterated on proposed solutions, and addressed many resulting in significant time saving and quality of life gains
	+ Defined clear channels for transparent communication within the design team, between our team and other disciplines, as well as with stakeholders​​​
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|  | **Senior Designer** | **2019 - 2021** |
|  | **PerBlue - Madison, WI (Hybrid)*** Disney Heroes: Battle Mode (Live Service - Mobile)
	+ Lead Game Designer
	+ Responsible for both designing and overseeing the feature designs of multiple data-driven, free-to-play PvP and PvE live service features, complete with analytics success metrics (KPIs)
	+ Managed and mentored 3 junior designers
	+ Part of the leadership team involved in the day-to-day prioritization and determination of the game’s creative direction
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|  | **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
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|  | * 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
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|  | **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
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|  | **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
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|  | **Quality Assurance / Embedded Tester****Electronic Arts - Orlando, FL (On-Site)** | **2005 - 2006** |
| **EDUCATION** |
|  | Full Sail University Winter Park, FL Graduated November 2004*Associate of Science in Game Design and Development* |