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

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| **PROFESSIONAL SUMMARY** | | | | | | |
|  | * Over 18 years of game design experience specializing in online multiplayer, systems 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 the practices of prototyping, playtesting and iteration of features * 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++ | * Visual Studio * Perforce | * JIRA * Microsoft Office |
| **WORK EXPERIENCE** | | | | | | |
|  | **Design Director** | | | | | **2021 – 2024** |
|  | **Lost Boys Interactive - Madison, WI (Remote)**   * WWE 2K22, WWE 2K23 and unannounced title (Console and PC)   + Collaborated with our client studio to translate their vision into creative pillars and deliverable features for the product   + ​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​​​ | | | | | |
|  | **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 designs of multiple F2P mobile PvP and PvE features   + 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 * 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 * 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 | | | | | |
|  | **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: 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 | | | | | |
|  | **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* | | | | | |