

## 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
- Adobe Photoshop
- Unreal 5
- C#
- Visual Studio
- JIRA
- Figma
- Adobe XD
- Unity
- C++
- Perforce
- 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

**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
- 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

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*