

I'm a creative problem solver who thrives on complexity and a good challenge. With emphasis on simplicity and user experience, I ideate, design, create and grow digital and physical products for global audiences, with an end-goal of making a positive and long-lasting contribution to humanity.

Experience Lead

San Francisco, California / May 2019 –

Helped to re-architect a major internal IBM service agency Bluewolf.com from the group up. Brought the usability up to today's standards. Connected experience to brand, voice, visual, technology, and marketing in general. Optimized via data and testing for higher conversion.



CMO

Morgan Hill, California / September 2018 – February 2019

Helped to bring next-generation technological breakthroughs in the world of audio to consumers across the globe. Re-positioned the brand which resulted in greater reach, exposure, and sales.



Growth Lead, UX/UI Design, Consumer Products

San Francisco, California / July 2015 – February 2019

Designed, coded, grew, and contributed content to the most used online 3D design and 3D printing app, Tinkercad (tinkercad.com). Achieved 20% increase in user engagement. Doubled website's conversion. User base went up from 300k to over 13+ million (in three years).



Product/Visual/UX Design, Mobile Analytics

San Francisco, California / September 2016 – December 2016

I was asked to re-imagine and re-design how users interact with mobile analytics. Helped to integrate my ideas into the existing design framework for Microsoft Visual Studio's (Mobile Center) 30M+ user base. Two years later Google Analytics integrated similar thinking.



Senior Experience Designer

San Francisco, California / March 2013 – July 2015

Helped the leader in software services for the architecture, engineering, construction, manufacturing, media, education, and entertainment industries break into the consumer world via user-friendly experience design. User base jumped up from hundreds of thousands into millions.



Design Lead

Menlo Park, California / August 2013 – November 2013

Joined the team as the first Product /UX/UI/Visual designer, where I've outlined the foundation for design and experience of several key products, along with the overall brand and voice. Some of the thinking and design still live on to this day.



Senior Product Designer

San Francisco, California / May 2013 – August 2013

I was brought in as a lead concept designer on a 'tight deadline' project which involved usability and visual improvements of moviefone.com - AOL's flagship movie resource website. Moviefone.com is one of the oldest online movie brands in America.



Founder, CDO

Edmonton, Alberta / April 2006 –

Built a team of the best people in the industry in their respective fields to service some of the largest brand names in the world. Orchestrated day-to-day activities, nurtured client relationships, and contributed first-hand on many levels to various projects.



Yuriy Sklyar

yuriysklyar.com



Education

Digital & Interactive Media Design, NAIT
(Northern Alberta Institute of Technology)
Graduated with honors.

2004; Edmonton, Alberta, Canada

Skills & Proficiencies

Design: identity design, packaging design, product design, visual design, user experience design, user interface design, graphic design, illustration, web design, motion graphics design, industrial product design; marketing: social media, SEO, email, content.

Microsoft Office apps, Photoshop, Illustrator, InDesign, Dreamweaver, Lightroom, LightWave, After Effects, Premiere, Tinkercad, FL Studio, Google Analytics, Mixpanel, etc...

Some of my favorite hobbies

General design and creation of things, aviation/aeronautics, autos, architecture, scale models, RC stuff, photography, music [production], DJing, mountain biking, outdoors/nature, plant collecting, learning, parenting, PC gaming, 3D printing/prototyping, drawing, model-making, woodworking, laser cutting...

- ✓ USA Permanent resident
- ✓ Canadian citizen
- ✓ Fluent in English, Ukrainian, and Russian.