TIMOFEY YURIEV
CREATIVE DIRECTOR

Canada, USA, UK, Russia, Israel, Mexico
+521.998.120.9499 | i@t-y-v.com
www.linkedin.com/in/yuriev

Summary

Tim Yuriev is a Creative Director with over 17 years of multimedia / interactive / graphic design, advertising, marketing, and media production.

Tim have built, mentored, and supervised over 18 creative in-house teams in more than 12 countries. The works of Tim's creative teams received multiple awards for inventive achievements, and nominated at various trade shows / published in Ad Week, HOW magazine, Communication Arts, Ad Age, Creativity 35, and more.

Experience

05.2010 - Present
Canada, Spain, Israel

Creative Director / Producer, at T-Y-V.com
- documentary series production: “My home: Nuclear Range" (www.yuriev.tv)
- GUI & UX consulting within AI sector, Israel (www.cortica.com)
- social media and marketing, Mexico

05.2001 - 2010
USA, UK, France

Creative Director, at 24/7 Real Media, a WPP Company, Toronto, New York, London
Overseeing creative efforts in 12 countries / 20 offices around the world.
Providing creative insight to multiple companies within WPP Group.
- control of design and production
- successfully accomplished numerous brand identity initiatives, including various sub-brands within WPP companies, such as The Mig - WPP Innovations Group http://www.themig.com
- established series of premiere WPP events (London, New York, Paris) "Digital Summit 2008-2010", uniting marketing innovators around the world http://youtu.be/O58Evoljdb4
- produced multiple corporate viral projects, bringing in international recognition in the areas of viral / experiential marketing
- numerous awards for new communication development initiatives

2002 - 2007
USA, Japan

Founder, Designkarma Inc, www.designkarma.com, New York
Marketing and Advertising industry
- analysis, prognosis and small business strategies development

1998 - 2001
USA

Art Director, Savant Online, New York
- pioneering UI design for miscellaneous mobile devices
- research of UX, development of internal structure systems and successful deployment for companies such as ZDnet and Techrepublic

1994-1996
Russia

Architect, Graphic Designer, Bratsk Industrial University, Russia
- industrial conceptualization and development

Skills

Specialties:
- creative groups management
- media production (interactive, print, online, tv, film)
- experiential marketing
- communications (visual, audio, kinesthetic)
- virtual communities planning and establishment
- social strategy

Technical:
Advanced level of Adobe After Effects, Premiere, Photoshop, Soundbooth, Illustrator, Dreamweaver, Flash, InDesign, Swift 3D, Microsoft Office.

Awards

2007 W3 Gold Award Winner, Birth of a Web Site, 24/7 Real Media
2007 1st Place - IFC channel & Noise Pop Films, Sci-Fi short “Reflections”
2006 Best Graphic Design awards in Creativity35 by David Carter
2004 Best Graphic Design Award for designkarma.com by American Graphic Design
2003 Best Interactive Marketing Technology Award

Education

90 - 95 BA in Visual Communications, Bratsk Industrial University, Russia