TIMOFEY YURIEV

CREATIVE DIRECTOR

Canada, USA, UK, France, Russia, Korea, Japan
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Summary

Over 10 years in international creative management. Built and supervised creative teams in more than 12 countries for some of the major global digital / marketing / online tech. firms: WWP Digital, Omniture, WWF, Gray Interactive, Salvation Army, Mazda USA, ZDNet, TechRepublic, Xaxis, 24/7 Real Media, Real Media and others.

Expertise: creative teams management (designers, back-end programmers, engineers), social media initiatives, experiential marketing, viral advertising front-end design, VFX, UX, GUI, multimedia, motion design, photo, video production, creative strategy.

My design portfolio, publications on creative teams management and awards located at: http://www.t-y-v.com

Experience

2011 - Present
Canada, Mexico, Israel

Creative Director / Producer, at T-Y-V.com
- Creative strategy consulting, Canada / Mexico / Russia
- Documentary series production "My home: nuclear base Semipalatinsk-21", Kazakhstan
- Interactive media design / GUI / User experience improvement, CORTICA I Artificial Intelligence Systems, Izrael
- Social media based nonprofit development "Pomogaem.NET"

2001 - 2011
USA, UK, France, Japan, Canada

Creative Director, at 24/7 Real Media, a WPP Company, Toronto, New York, London
- Overseeing creative efforts in 20 offices / 12 countries.
- Providing strategic creative insight to multiple companies within WPP Group.
- Responsible for overseeing and collaborating with creative teams in New York, Los Angeles, Paris, London (UK), Toronto, Moscow, Seoul, and Tokyo.
- Managing creative vision for clients that include WPP Digital, Mindshare, GroupM, Gray Interactive, Interactive Advertising Bureau, MEC Global, and Publicis Groupe.
- Additional responsibilities included organizational restructuring, business development, staff resourcing, recruiting, planning, and career development.

2002 - 2007
USA, Japan

Founder, Designkarma Inc, www.designkarma.com, New York
Marketing and Advertising industry
- Multimedia Design and Advertising for B2B and B2C

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

Skills

Specialties:
- Creative groups management
- Media production (interactive, print, online, tv, film)
- Experiential ans social marketing
- Virtual communities planning and establishment

Technical:
Advanced level of Adobe Creative Studio, Swift 3D, Autocad, Microsoft Office, misc. project management software.

Awards

2010 AOP Digital Publishing Awards: UK AOP Award for the best Ad Technology Platform for Maxifier
2009 Highest honor at the top 100 IT projects of 2009 InfoWorld 100 Award for our combined work on TheMig
2008 European Seal of eEXCELLENCE - Platinum: "Awarded for Innovating Digital Marketing Solutions"
2007 W3 Gold Award Winner, viral video campaign: "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 "OAS"

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