

# Yaakov Lyubetsky

yaakov.lyubetsky@gmail.com

www.yaakovl.com

## Education

### Carnegie Mellon University

January - December 2015

Master of Human-Computer Interaction

GPA: 4.10/4.33

### Carnegie Mellon University

August 2011 - May 2015

BFA in Industrial Design

Second major in Human-Computer Interaction

GPA: 3.84/4.00

## Skills

User-centered Design

User Research

Digital & Paper Prototyping

Sketching & Storyboarding

Wireframing

3D Modeling

HTML, CSS, JavaScript

Digital Design Software (e.g. Figma)

Adobe Creative Suite

## Recognition

Featured in "Squads",  
a documentary by InVision

October 2021

10 granted patents

Fall 2015 - Present

CMU Dean's List

Fall 2011 - Spring 2015

TartanHacks Apple Best iOS App Award

Spring 2014

Paper featured in Design of Form Conference

January 2013

## Experience

### Google — Staff User Experience Designer

January 2016 - Present

Led long-term design & strategy for YouTube's biggest bets on The Visioning Team. Worked with teams across YouTube to identify human-centered product opportunities & helped them articulate a clear product vision.

- Led complex multi-team projects to create clarity for ambiguous problems & delivered durable solutions.
- Created buy-in and consensus from Director and VP level stakeholders, leading to more confident decision making and increased product velocity.
- Owned & impacted launches across 17 product areas.
- Established and grew the strategic design practice at YouTube as the first design hire on The Visioning Team.
- Promoted three times from Designer II to Designer III, Senior Designer, and Staff Designer.

### Bank of America Masters Capstone — UX Lead

January - August 2015

Led the user experience for Carnegie Mellon's MHCI Capstone project with Bank of America. Part of an interdisciplinary team tasked with researching, designing & building a future looking physical and digital experience to seamlessly integrate finances into people's everyday lives.

### Google — User Experience Design Intern

May - August 2014

Led design & prototyping of features that enable YouTube creators to tell unique and compelling stories through interactive videos. Successfully launched features to positive user feedback and growth across key metrics.

### Google — User Experience Design Intern

May - August 2013

Led redesign of YouTube's mobile video editing experience, working closely with cross-functional teams to launch innovative features significantly improving user pain points.