Cy Liassides

Founder · Inventor · Product builder

cyliassides.com · cy@liassides.com · linkedin.com/in/cy-liassides-336108316 · Utah · Open to full-time roles and relocation

Founder who turns ideas into real products: took a kids' food brand to a finished formula, samples and a manufacturing quote; sole inventor of a patent-pending food and toy package; built two iOS apps.

EXPERIENCE

Founder — Spryful LLC Jun 2023 – present

- Took a fortified instant oatmeal for kids from concept to a finished formula and samples: 100% whole grain, 13 vitamins and minerals at 35%+ daily value, no major allergens.
- Hired and managed six paid contractors across design, market research and code.
- Secured a manufacturing partner and a toll-manufacturing quote.
- Held exploratory licensing discussions with Mattel (Hot Wheels, Barbie); presented to Spin Master.

Developer — Keith Crossley app Sep 2026 – present

- Designing and building an iOS app of daily reflection, meditation, breathwork and video teachings for transformation coach Keith Crossley (138K Instagram followers); React Native, Expo, TypeScript. In TestFlight beta.
- Pitched the free-app model: daily tools up front, with links to his courses, book and coaching.

Logistics Manager & Delivery Driver — Aurum Labs Jul 2026 – present

- Help oversee packaging logistics (labels, packing, route optimization), organize driver schedules, and deliver across Utah County.

Founder & Developer — Skysta Jun – Sep 2026

- Built a sunrise and sunset iOS app solo with Swift, Firebase and Claude: Sky Score, 270 hand-checked viewing spots, photo sharing; owned research, branding and launch prep. Coming soon to the App Store.

Foreman — Bedier Construction LLC Jun – Dec 2024

- Led small crews installing windows, framing and doors on new construction.

Founder — Horizon Productions (video & marketing) 2025

- Filmed and edited events, concerts, car shoots and brand content; ran the business from finding clients to delivery.

PATENT

U.S. utility patent application (pending), sole inventor

- Food packaging with an integrated toy compartment: a 4-pack cup carrier that keeps a toy in its own sealed chamber between the cups; fits breakfast, snack, sweet and drink products.

EDUCATION

Utah Valley University — Associate's, Business Analysis Expected May 2027

SKILLS

Product development · Consumer and market research · Packaging innovation · Manufacturer sourcing · Contractor management · Pitching · Swift · Firebase · React Native · Expo · TypeScript · AI-assisted development · Branding · Video production