

ALEXANDER VINOGRADOV

UX/UI Designer, Product Designer



ABOUT ME

I believe that good UX and UI design is crucial for games because complex information systems require a low entry point and continuous motivation for their exploration. I love to share expertise and learn new things. My favourite genres are strategy, MOBA & RPG, games like King of Avalon, Clash Royale, StarCraft, EVE Online, Dota, Hearthstone, WoW, superbrothers sword and sorcery, Minecraft.

MY EXPERIENCE

Lead UI/UX Designer, Crazypanda Games

Jan 2014 — Present

Stellar Age (hardcore mobile MMO RTS)

The Household (social farming)

World Poker Club (social cross-platform poker)

- UX design advocacy, prototyping, user-flows, competitor analysis.
- Visual style research, design system development, UI pipeline development & integration (PS+Adobe Generator+NodeJS+Invision), team mentoring.
- Interfaces assembling in Unity with NGUI, UI animation prototyping, interaction prototyping, UI tooling.
- Reverse engineering of competitors' game design, writing GDD, metagame tuning.
- Art-direction, project look and feel guidance, references collection, sketches for in-game items and props, overpaint, color correction.
- Art management of outsource production studios. Writing detailed tasks for all kinds of art freelancers (VFX artists, 3d modelers, 3d animators, concept artists, 2d artists)

Creative Director, Lumata Russia

Oct 2011 — Apr 2013

- Designed UX and UI of the cross-platform educational social hub for teens with features like 24/7 psychological help, private blogging tool "Dear Diary", virtual dress-up game
Always, Procter & Gamble
- Designed a loyalty program gamification activities based on real-time segmentation platform Act750
Beeline Telecom
- Art direction for digital advertising campaigns
various HoReCa brands
- MTS loyalty program UX evaluation
MTS Telecom

CONTACTS

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LINKS

Portfolio:

revenga.me

Linkedin:

linkedin.com/in/artfabrique

TOOLS I USE

Photoshop

Illustrator

After Effects

Unity 3D

Axure

3D Max

PROGRAMMING

C#

HLSL

JS/HTML/CSS

AS3

METHODS

Kanban, Scrum

Freelance

2011 – 2014

Some of the projects I was proud to be part of as a freelancer:

- Channel sales and reporting cloud tool. Features: target market analysis/reporting, sales planning, revenue/sales estimation, general channel sales management. (wireframes & UI, Channel Partners and its client IBM Singapore)
- Invite only educational social network for teenage girls featuring: online psychologists, blogging platform, RPG gamification, Pokemon like "avatars," contests and much more (wireframes & UI, HTML/CSS/JS/Single Page Application Architecture, Procter & Gamble)
- Mobile Live TV white-label product with features like live streaming of the unlimited number of channels, interactive TV (voting, real-time wiki, etc.), tv remote, reminders and record with 40 hours "watch later" capacity. (CTI)

Digital Art Director, Ogilvy & Mather

Feb 2008 – Sep 2011

- Pioneered in-browser augmented reality and production quality 3d graphics in Flash/AS3 for cigarette brand Vogue Ephemere *British American Tobacco*
- Our team won several EFFIE Awards for Digital Advertising *EFES Pilsner, Milka Chocolate, Procter&Gamble 2008,2009,2010*
- Participated in an Ogilvy Champion program in London.

EDUCATION

Graphic Design

Saint-Petersburg State University

3 years. Received a job offer from an international advertising agency in Moscow, left university and moved there.