

Alexander Vinogradov

UI/UX DESIGNER

DoB: 17 September 1986

Moscow, Russia

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SUMMARY

I am a User Experience / User Interface Designer working in social/mobile game-development industry.

I believe UX is crucial in games, because complex information systems require a low entry point and continuous motivation for its exploration. My goal is to deliver interaction tools that the user will not even notice, but will be empowered by them for a game mechanics exploration.

I love challenges, and know that "the shorter iteration (research>proto>test) - the sooner you will do it right strategy" is better for the "long run" in eternal pursuit of perfection (service games).

My Tech Stack:

- Axure (flows/wires/advanced techniques and custom js)
- Adobe CC2015 PS/AI/AE/FL/FW (assets pipeline with Adobe Generator + node.js)
- Unity3D (NGUI, uGUI)
- 3D Max/Vray
- C#, AS3, CSS/HTML/JS

I love to share my expertise and love to learn new things.

P.S.

My first approach to gamedev was in the year 2000 at the age of 13. Me and my friend-programmer decided to make a multiplayer game "Battle City 2" (we didn't thought about copyright, hello Namco :D).

The idea was to ride a tank, shoot other tanks, and play over modem, but in isometric perspective:

<http://service.crazypanda.ru/v/clip2net/x/n/I97wUwwdkb.png>

<http://service.crazypanda.ru/v/clip2net/P/K/XPKnrMMUAW.png>

<http://service.crazypanda.ru/v/clip2net/n/K/3i7pYzzenx.png> (company logo with Russian letter "Ы" :))

I love strategy/moba/rpg games: GoW:Fire Age, StarCraft (gold 2x2), EVE Online, Dota, Hearthstone, WoW, Clash of Clans, Superbrothers: Sword&Sworcery, Minecraft.

OBJECTIVES

I want to find a place where I could apply my expertise in UX/UI and level it up by learning from the "data" and colleagues.

EDUCATION

Saint-Petersburg State University

Graphic Designer, Bachelor

Saint-Petersburg

Deferred

Left University on a 3rd year because got a job offer from Ogilvy&Mather/Ogilvy Interacitive Moscow (world wide ads agency).

EMPLOYMENT

Crazy Panda Games

UI / UX Lead

January 2014 - Present

- Jumped in as UX/UI Lead into the Household farm product (<https://apps.facebook.com/playhousehold>)
- Leading new product development: modile mmo strategy built with Unity (not yet announced)

Revenga

Co-founder

September 2011 - Present

New generation of entertainment. I believe in convergence of movies and games in a near future and hope to find a holy grail of in-game storytelling.

<https://angel.co/revenga>

Lumata (ex. Buongiorno, Docomo)

Creative Director

Moscow

October 2011 - April 2013

Freelance Expert

Freelancer

January 2011 - Present

Some of projects i've made as a freelancer

- **Channel sales and reporting cloud tool.** (*Channel Partners and its client IBM Singapore*)
 - Features: targetMarket analysis/reporting, sales planning, revenue/sales estimanion, general channel sales management.(wireframes & ui)
- **Invite only educational social network for teenage girls.** (*Procter & Gamble*)
 - Featuring: online psychologists, blogging platform, rpg gamification, pokemon like "avatars", contests and much more(wireframes & ui, HTML/CSS/JS/Single Page Application Architecture)
- **Mobile Live TV whitelabel product.** (*CTI*)
 - Features: livestreaming of unlimited number of channels, interactive TV(voting, realtime wiki etc), tv remote, reminders and record with 40 hours "watch later" capacity.

Ogilvy&Mather/Ogilvy Interactive

Digital Creative

Moscow

January 2011 - September 2011

Won some prizes for Effes Pilsner & Always (P&G)

Got a title "Ogilvy Champion"

Ogilvy&Mather/Ogilvy Interactive

Digital Art-Director

Moscow

February 2008 - December 2010

Won some prizes like EFFIE (<https://www.effie.org/>) for Milka Chocolate (Kraft foods)

HOBBIES

I love to learn new stuff and spend my free time reading my feedly list (<https://dl.dropboxusercontent.com/u/36315629/feedly.opml>)

I love snowboarding.

I love techno.

LANGUAGES

Russian: ★ ★ ★ ★ ★

English: ★ ★ ★ ★ ★