

# UX/UI for Games

I've been working on 4 titles released by Crazypanda Games:

## **Stellar Age (live)**

Hardcore mobile global MMO strategy game

## **The Household (live)**

Classic farm game with content updates.

## **World Poker Club (live)**

The most popular social poker in Russia and the CIS

## **Bottle. Find your Love(closed)**

Classic bottle-dating game with kisses. Based on hyper-popular Russian reality show franchise: "Dom 2"

# The Household

**Overview:** I have successfully designed UX & UI of **20+ new game mechanics** modules.

## Workflow:

- Functional requirements doc.
- “Box” prototype to organize userflows and break information into layers.
- UI prototype to organize information weights (tone/color accents)
- Special art preparation (backgrounds, decorative elements)
- Implementation

<https://apps.facebook.com/playhousehold>



# The Household

**Task:** Refresh “Bank” window design.  
Improve accent on discounts.

**Solution:**

- Make two variants of layout (“6-pack” & “ladder”) and test both on new-comers vs high-level players.
- Add additional discount marker for top-profit SKU

**Result:** “6-pack” design performed better for new-comers, but “ladder” was loved by the core audience. Both designs performed better than the old one.





## The Household

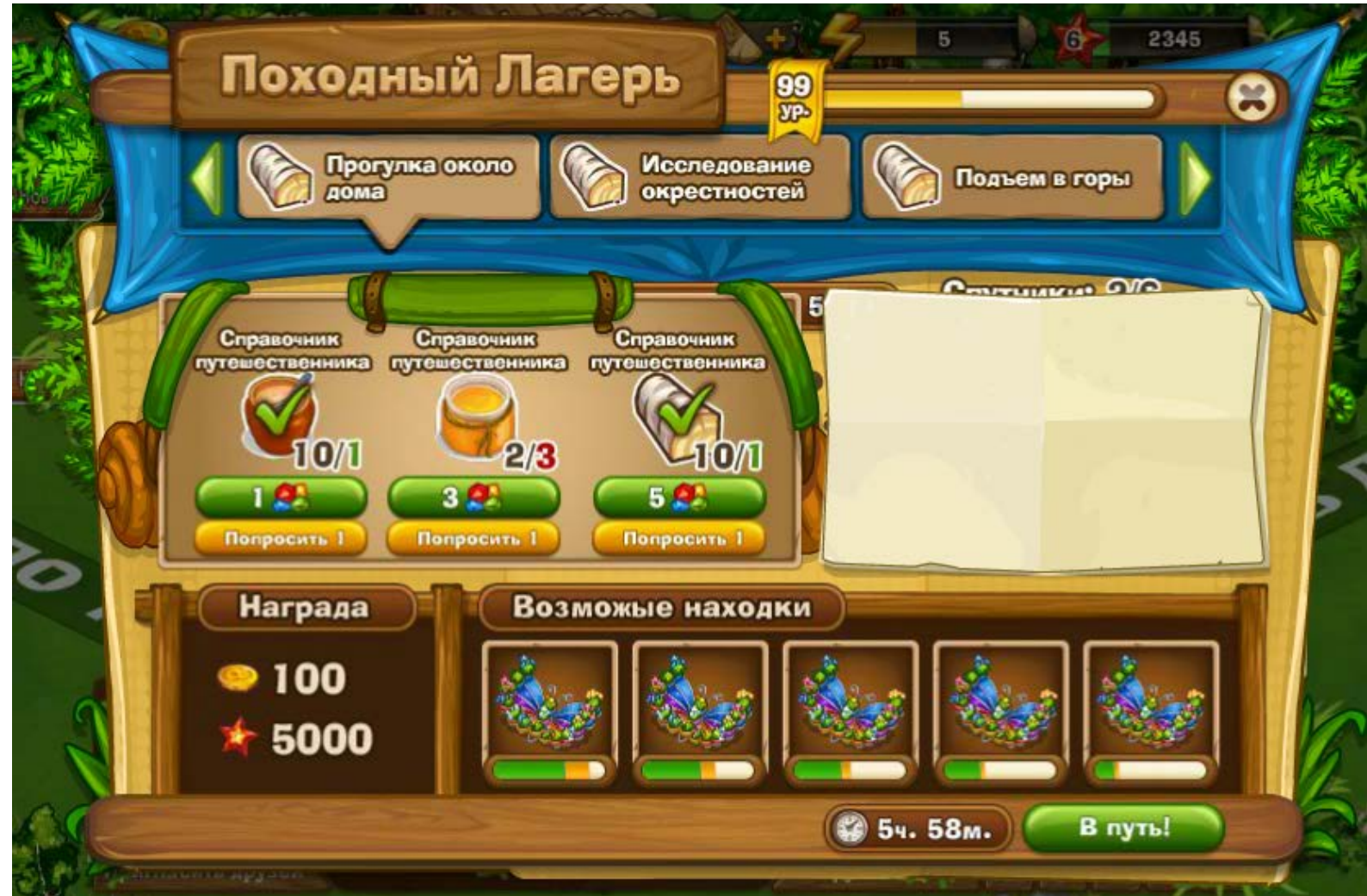
**Task:** Design “Hiking Camp” mechanics. User buys a landmark. Each landmark represents destination of journey. The output is:

- o Gold & Exp. (100% chance)
- o Prem. item (<100% chance)

Users can ask friends to join their journey. Each friend increases chances of finding premium items.

**Solution:**

- o Progress bar with 2-colored threshold to show chance w/wo friends.



## The Household

**Task:** Create gambling mechanics with single prize per roll. Each player has own prize pool.

**Solution:**

- o “Piñata” idea.





## Bottle: Find Your Love

**Overview:** Our company had an opportunity to ride on a wave of hype from the reality show Dom 2. We had only 4 weeks to create a social game for tens of millions of fans all across Russia and CIS. National TV promised us TV show integration and promo.

I was very happy to become a part of such outstanding and small team of 5 people who managed to develop and ship a multiplayer game in such a short period of time.

I was in charge of the overall UX of this social game and developed all UI assets.



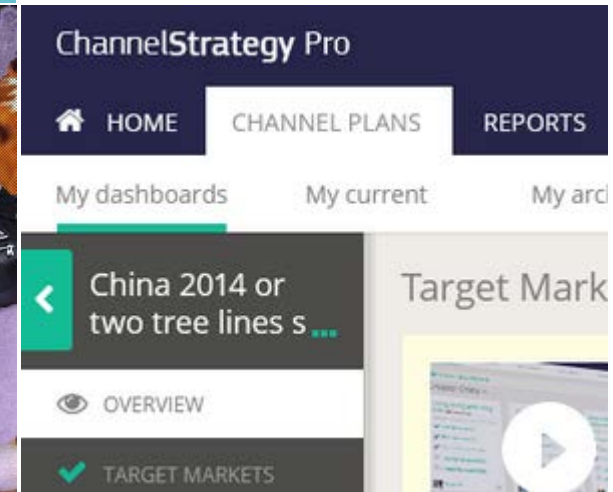
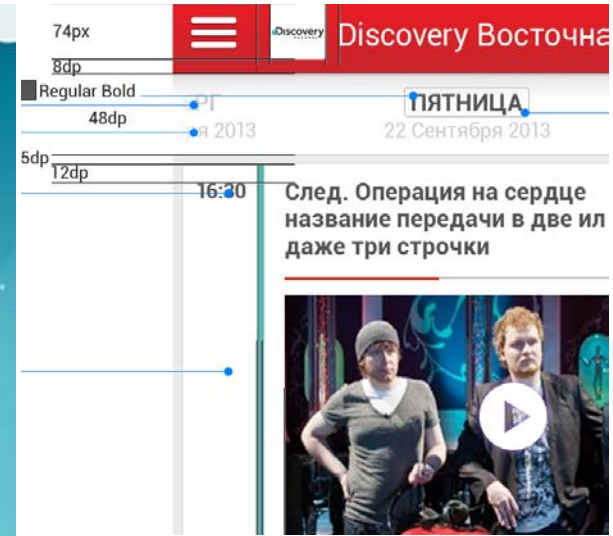


# UX for Business

I've completed over 40 interactive promo projects for world-wide brands as a Digital Art Director and later as a Digital Creative Director.

My favorite brands, I worked with:

- IBM
- Kraft Foods
  - Milka
  - AlpenGold
- British American Tobacco
- Beeline (Russian telecom #1)
- Procter & Gamble
  - Always
- CTI (Interactive TV, mobile+ set-top box)



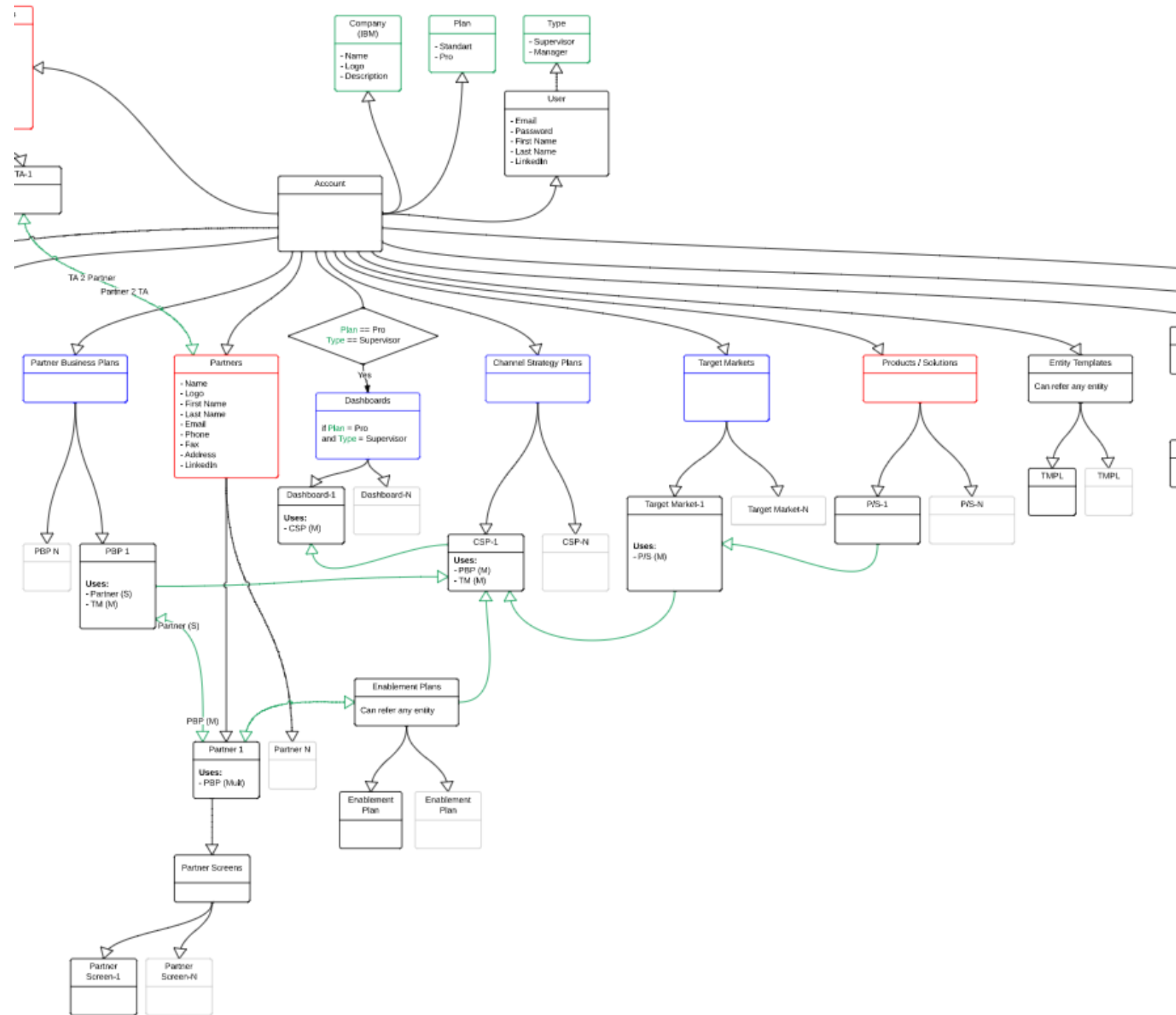
# Channel Strategy Pro

**Product:** Online cloud tool to ease the regional sales process. For a company like IBM that has no interest in direct sales, but channel sales/vendor contracts, this tool became #1 weapon of regional sales man.

Before it was done by filling in huge 50-paged Excel file.

## What I have done:

- Separated Excel-fill-in flow into several use cases based on user roles: Channel Manager/Director
- Redone data relationship scheme
- Applied use-cases to data relationship scheme.
- Prototype
- Design.



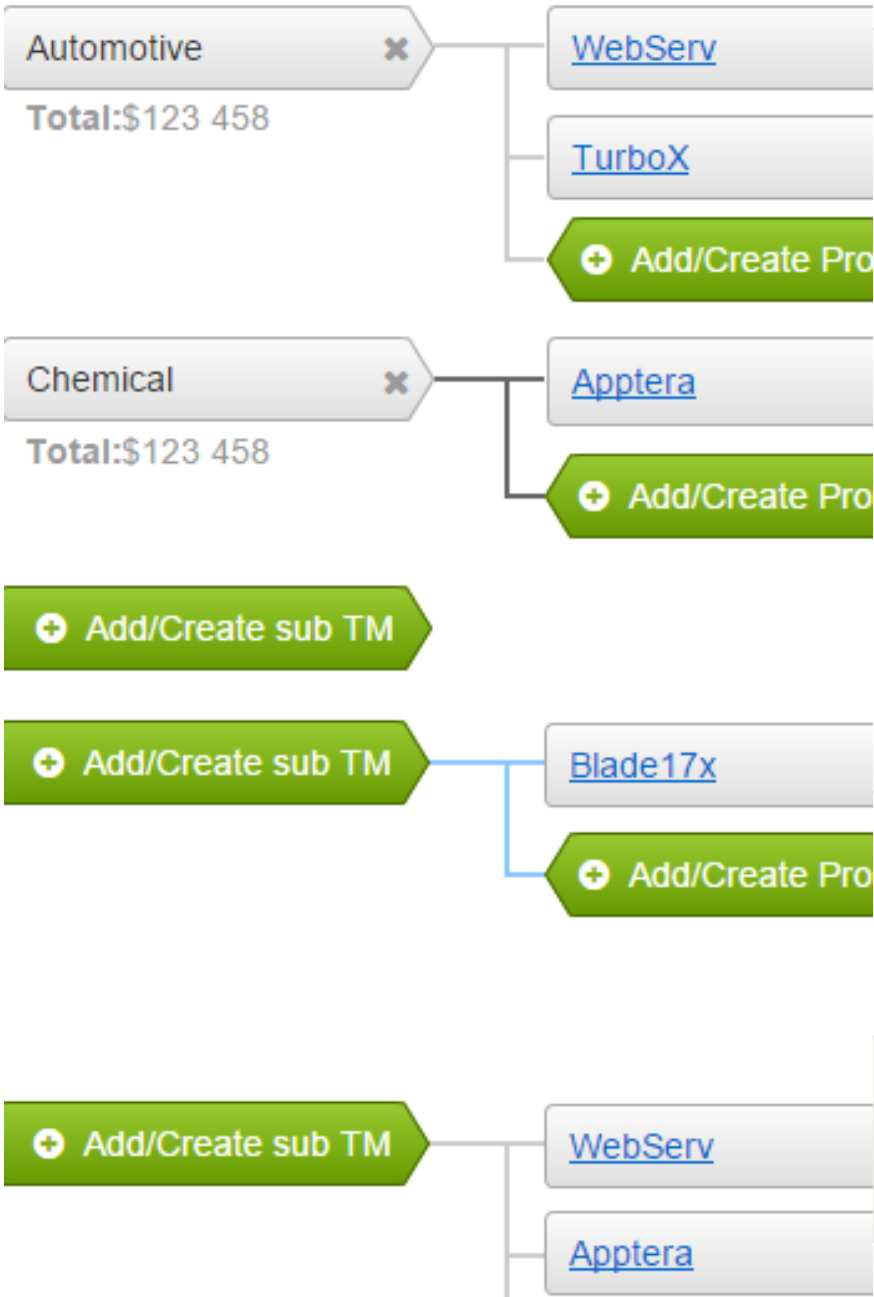


# Channel Strategy Pro

Fist iteration prototype:  
<http://yg1osz.axshare.com/#p=home>

UI Design:  
<http://qtgas3.axshare.com/#p=home>

Data Scheme  
<https://www.dropbox.com/s/w3wkgywghs0r79g/CSPPro%20-%20DB%20v6.pdf?dl=0>



## Dimension Data

Enablement plan Title

	Management Second line	Management Second line
<div>&lt; &gt; +</div>	Text here <div>✎</div>	
<div>+ GAP</div>	<div>- Provide committed resources</div> <div>- Provide committed resources</div>	<div>- Provide committed resources</div> <div>- Provide committed resources</div>
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< Prev

Add one more

Load from template

Create new one

# Always Social Hub

**Product:** Online hub for women inside a top Russian social network OK.ru

## Features:

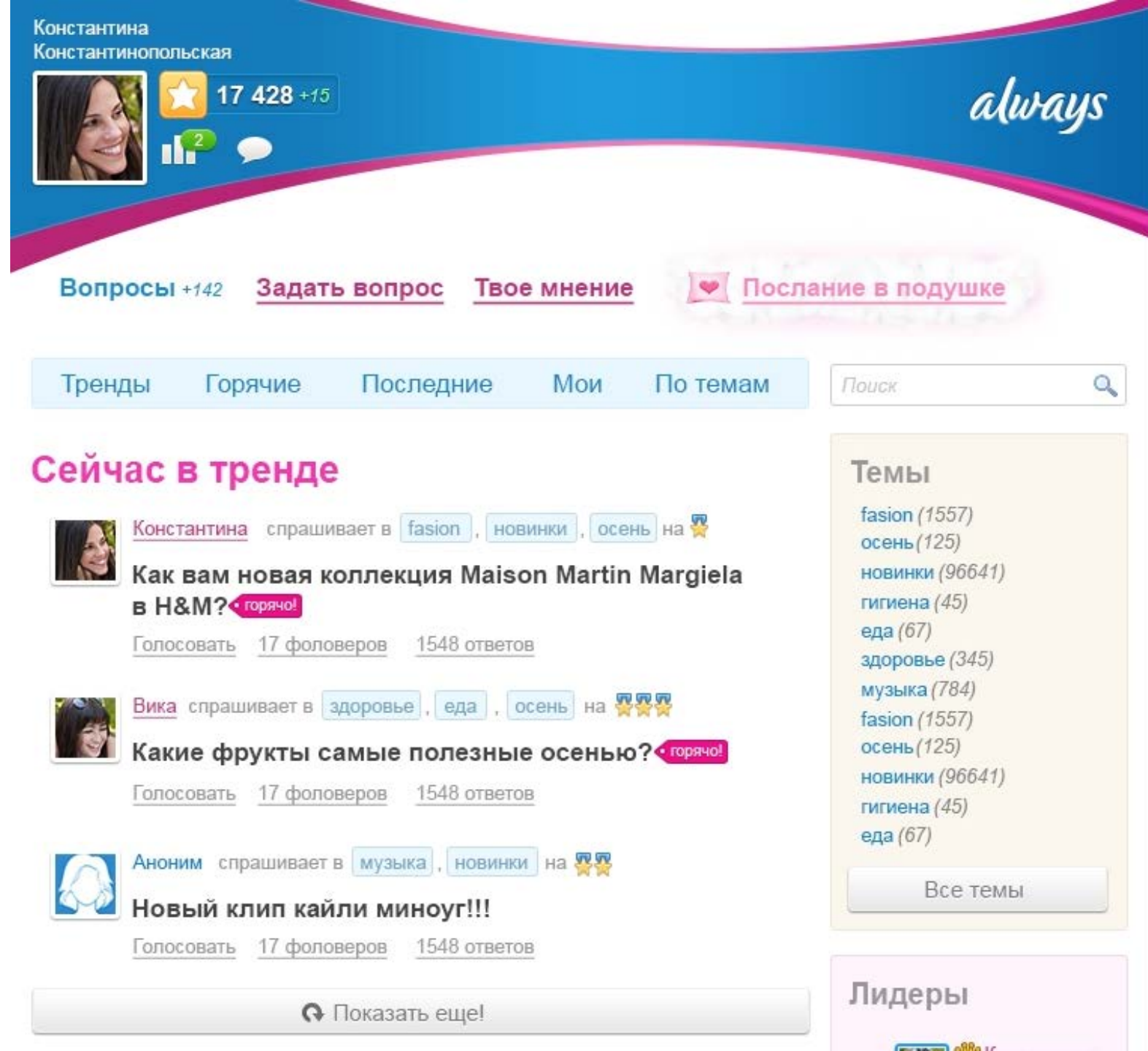
- Social Q&A with ratings
- Product information
- Promo sections

## Prototype:

<http://artfabrique.github.io/cv/portfolio/Always/Hub/start.html>

## Source:

<https://dl.dropbox.com/s/5ztaurcq49yxf5/alwaysSocialPlatform.rp>





# CTI

**Product:** Interactive TV connected to the mobile app. (multiscreen app)

## Features:

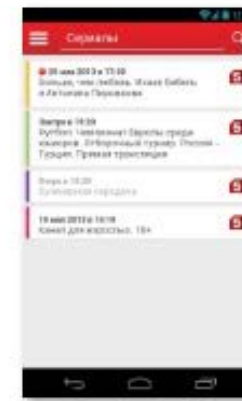
- TV schedule
- Interactive TV context on mobile companion app.
- Reminders and remote record of any show.
- Live streaming to mobile.

## I've developed:

- User Flows based on time of the day, gender & method of transportation.
- UI Design.



Login-Error.png



Search-Results.png



sidemenu.png



tv\_channel\_full.png



tv\_grid.png



TV-Channel-catchup.png



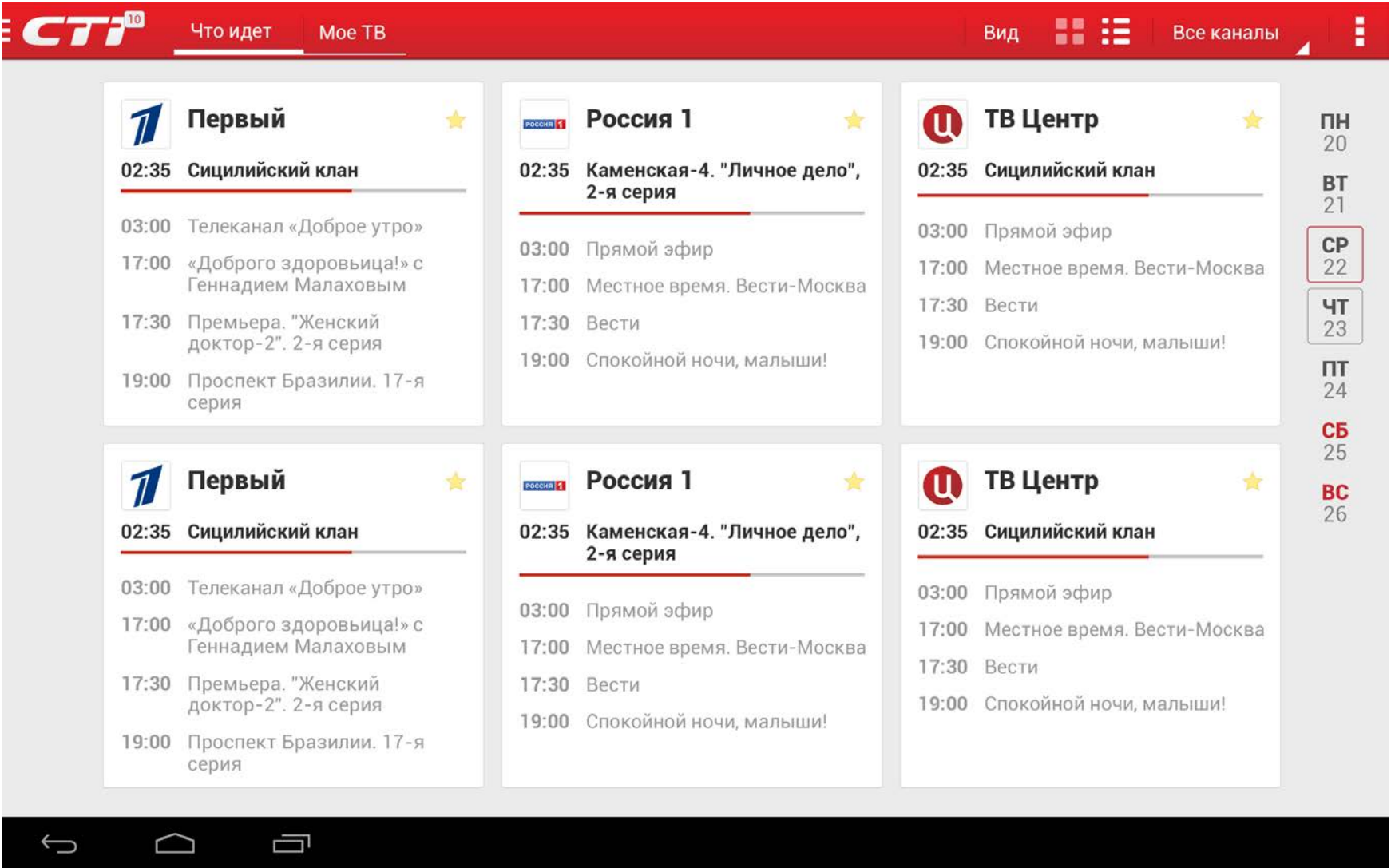
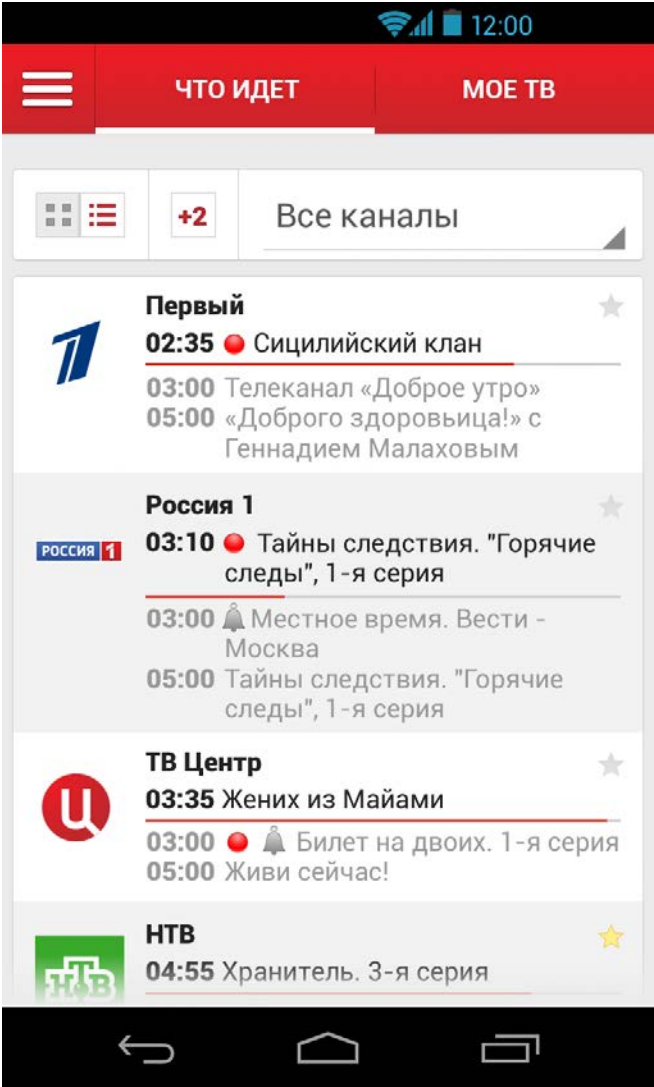
TV-Channel-full-v3.png



TV-Grid.png



TV-List.png





# Beeline

Product: Top-up promo with Angry Birds

## Overview:

- User makes top-up
- User receives 1-10 lives in a special branded level of AB
- User launches a birds trying to hit the prizes
  - Free minutes packs
  - Free data packs
  - Free sms packs



## Beeline

I've proposed an idea about yellow Bird who is triangular because he grew up in Balalaika (national music instrument). Now his brother is in danger and all the birds company arrives Russia to save him.





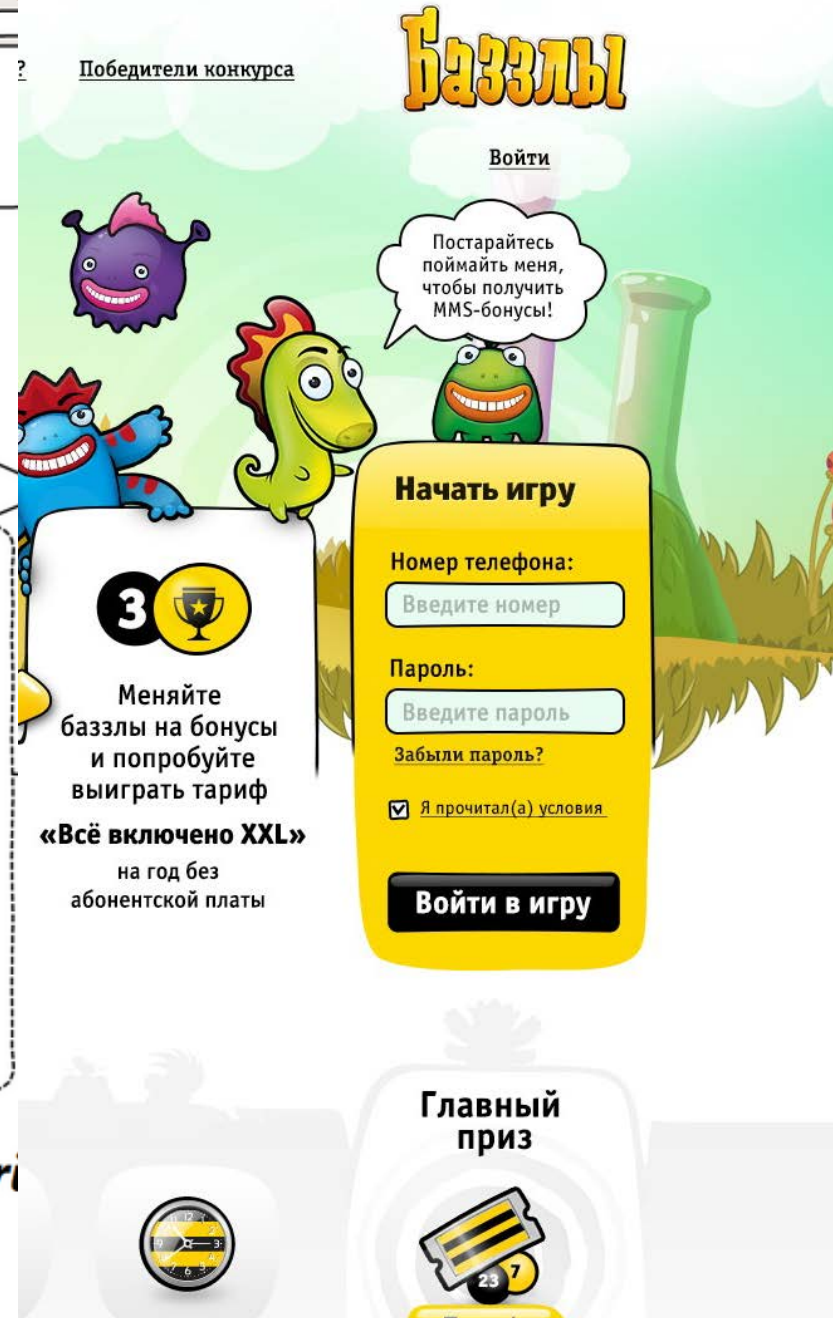
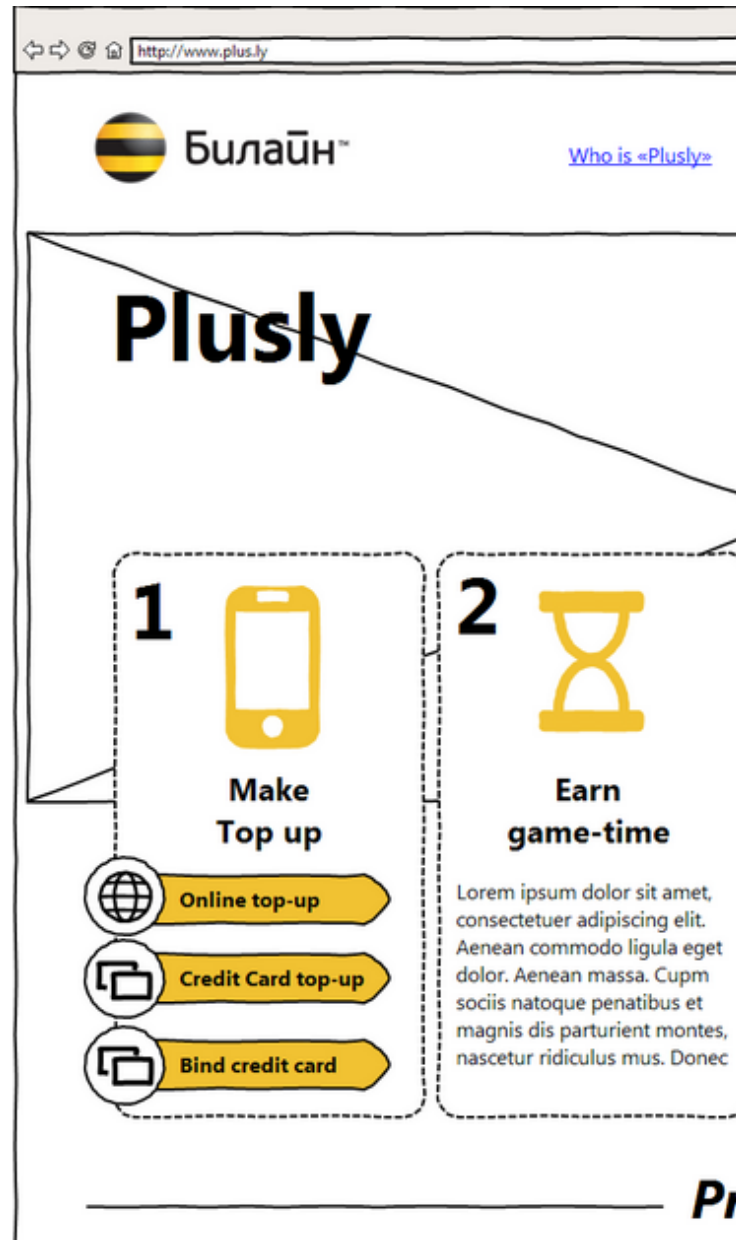
# Beeline

**Project:** Plusly. Top-up motivation platform with gamification.

[http://artfabrique.github.io/cv/portfolio/Beeline/Beeline\\_proto\\_v2.html](http://artfabrique.github.io/cv/portfolio/Beeline/Beeline_proto_v2.html)

## Overview:

- User makes top-up
- User receives token for 5-10 seconds of gameplay
- User plays a game and tries to catch all bonuses
- When time runs out user gets all the rewards that he scored.
  - Free minutes packs
  - Free data packs
  - Free sms packs



# Milka

Product: Promo website with UGC.

<http://www.youtube.com/watch?v=-uza8kPGwjl>

## Features:

- Create a snowman
- Dress him up
- Share with friends & download desktop snowball widget

## I've developed:

- All design & illustrations
- All client-side code (AS3)

This project and idea of virtual Alpine Village became a platform for brand communication for 3 years.

In 2009 Ogilvy & Mather grabbed gold award at EFFIE in "Digital" nomination.

