

UX for Games

I've been working on 4 titles to the moment. 2 of them are live

The Household (live)

Classic farm game with content updates.

World Poker Club (live)

The most popular social poker in Russia and the CIS

MMO RTS (TBA)

Travian like game for small screens.

Bottle. Find your Love(TBA)

Classic bottle game with kisses. Based on hyper-popular Russian reality show franchise: Dom 2 (“Дом 2”)



MMO Strategy (not yet shipped)

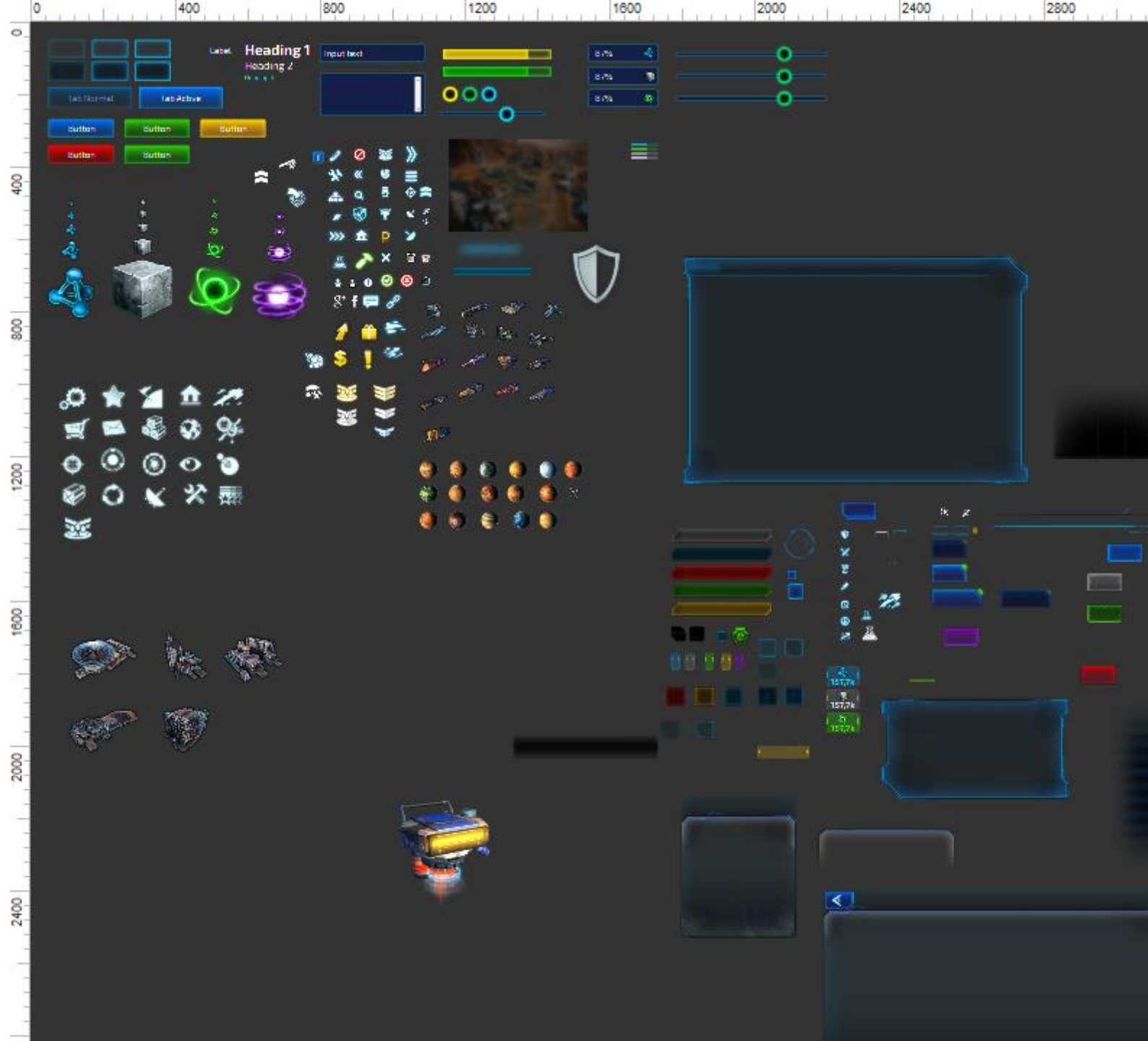
Overview: I'm leading a team: GD + Unity Lead + outsource production (6 people). Also I do all UX & UI an the project.

To the moment there are **100+ screens and states done.**

I can show only few, that has already gone public.

Promo & community website:

www.stellarage.com



MMO Strategy (not yet shipped)

Task: Build troops flow.

Solution:

- First approach
<http://artfabrique.github.io/cv/portfolio/SA/FleetBuild/start.htm>
- Design (on the right)

СТРОИТЕЛЬСТВО ФЛОТА

Aldebaran IV (5-481-9)
605.3k 230k 186.7k 30000

×

ЛЕГКИЙ ИСТРЕБИТЕЛЬ

Rapid fire:

LF 20 BS 15 DT 7 LF 20

LF 20 BS 15 DT 7 LF 20

350k / 605.3k

410k / 230k

350k / 605.3k

0

10000 макс.

2д 15ч 58м

Строить

Военные

Гражданские

Оборона

LF

150.2k

HF

0

HF

15.7K

5.7K

CR

15.3K

BS

15.3K

MMO Strategy (not yet shipped)

Task: Mission Control Center.

Lets user overview his fleet on different planets.

Lets user to put fleet in Interdimensional bunker, a bubble in time/space supporter by fuel that ships take with them as a cargo.

Solution:

- <http://artfabrique.github.io/cv/portfolio/SA/MCC/start.htm>

ЦЕНТР УПРАВЛЕНИЯ ФЛОТАМИ

Флот

Флоты в полете

[213 : 178]

Aldebaran IV

Бункер

AD

LI

DR

JL

SH

LT

GG

ВОЕННЫЕ

На планете

Бункер

Союзники

Подкрепление

Всего

Всего

120 000

120 000

120 000

120 000

120 000

Легкий истребитель

120 000

0

0

120 000

120 000

Тяжелый истребитель

50 000

50 000

50 000

50 000

50 000

Крейсер

14 000

14 000

14 000

14 000

14 000

Бомбардировщик

80 350

80 350

80 350

80 350

80 350

Линкор

17 805

17 805

17 805

17 805

17 805

MMO Strategy (not yet shipped)

Task: Planets dashboard.

Lets user overview status of all planets.

Motivate user to build-up bases & might. Nothing should be idle.

Solution:

- <http://artfabrique.github.io/cv/portfolio/SA/Planets/start.html>



The Household

Overview: Special UI pack of common elements was done in Axure for more precise prototyping.

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/playhouseold>



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:

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

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

Solution:

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

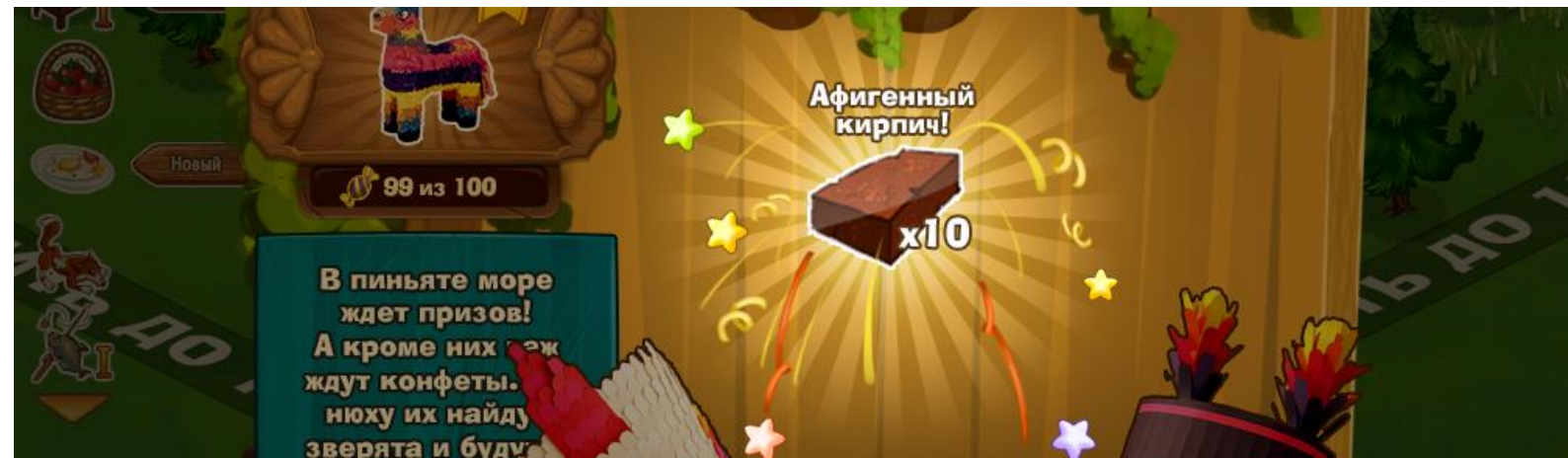


The Household

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

Solution:

- “Peñate” idea.

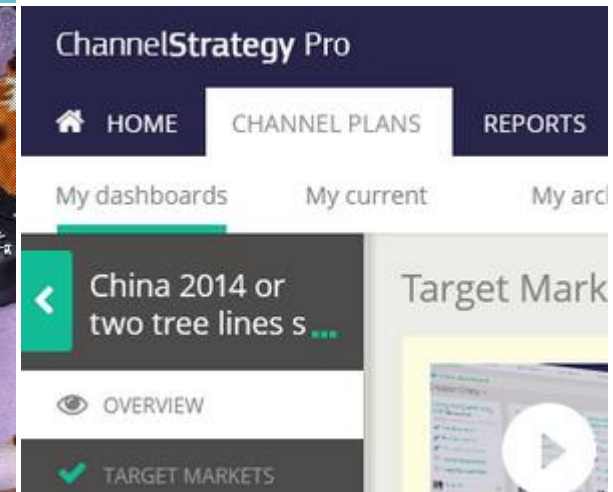
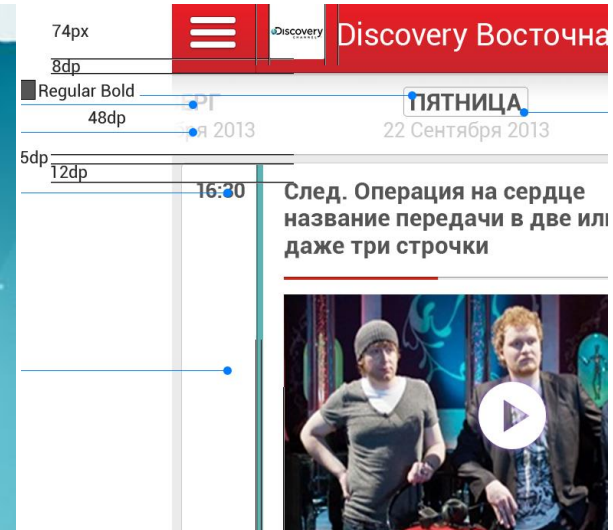


UX for Business

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)



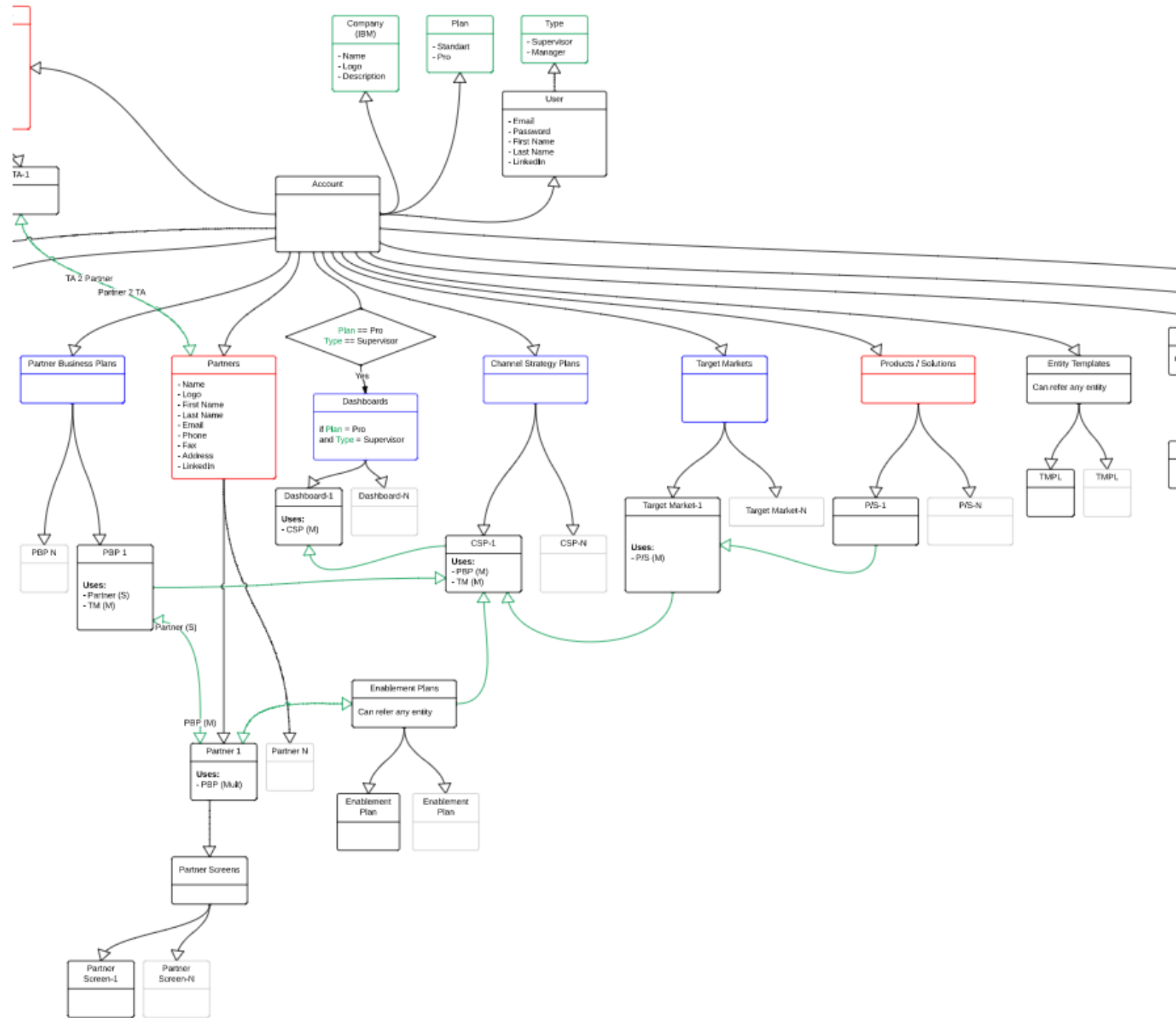
Channel Strategy Pro

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.

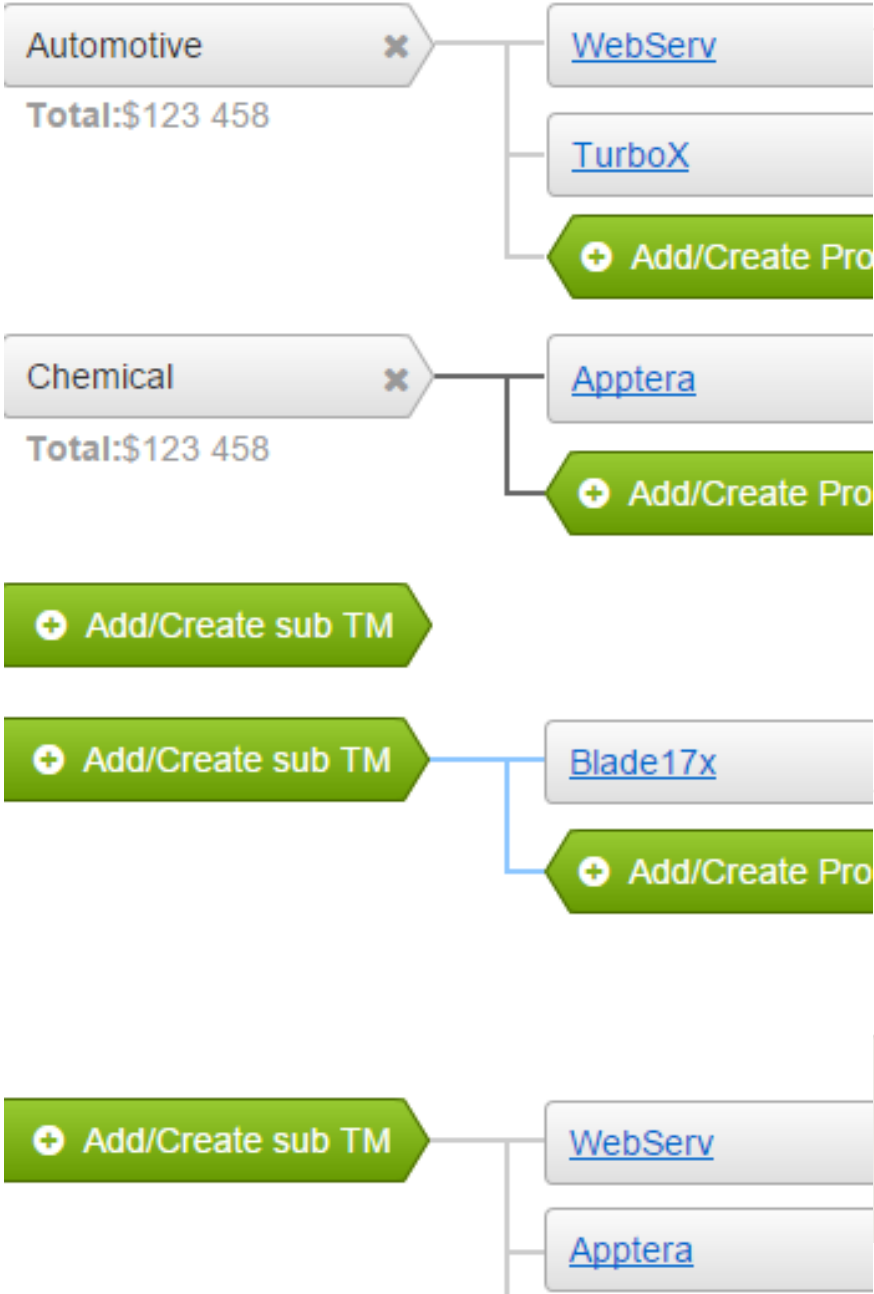


Channel Strategy Pro

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

<div>< > +</div>		Management Second line	Management Second line
GAP		Text here <div>✎</div>	
<div>+ 0 — 30 days ✎</div>		- Provide committed resources	- Provide committed resources
		- Provide committed resources	- Provide committed resources
<div>+ 0 — 30 days ✎</div>		- Provide committed resources	- Provide committed resources
		- Provide committed resources	- Provide committed resources

< 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:

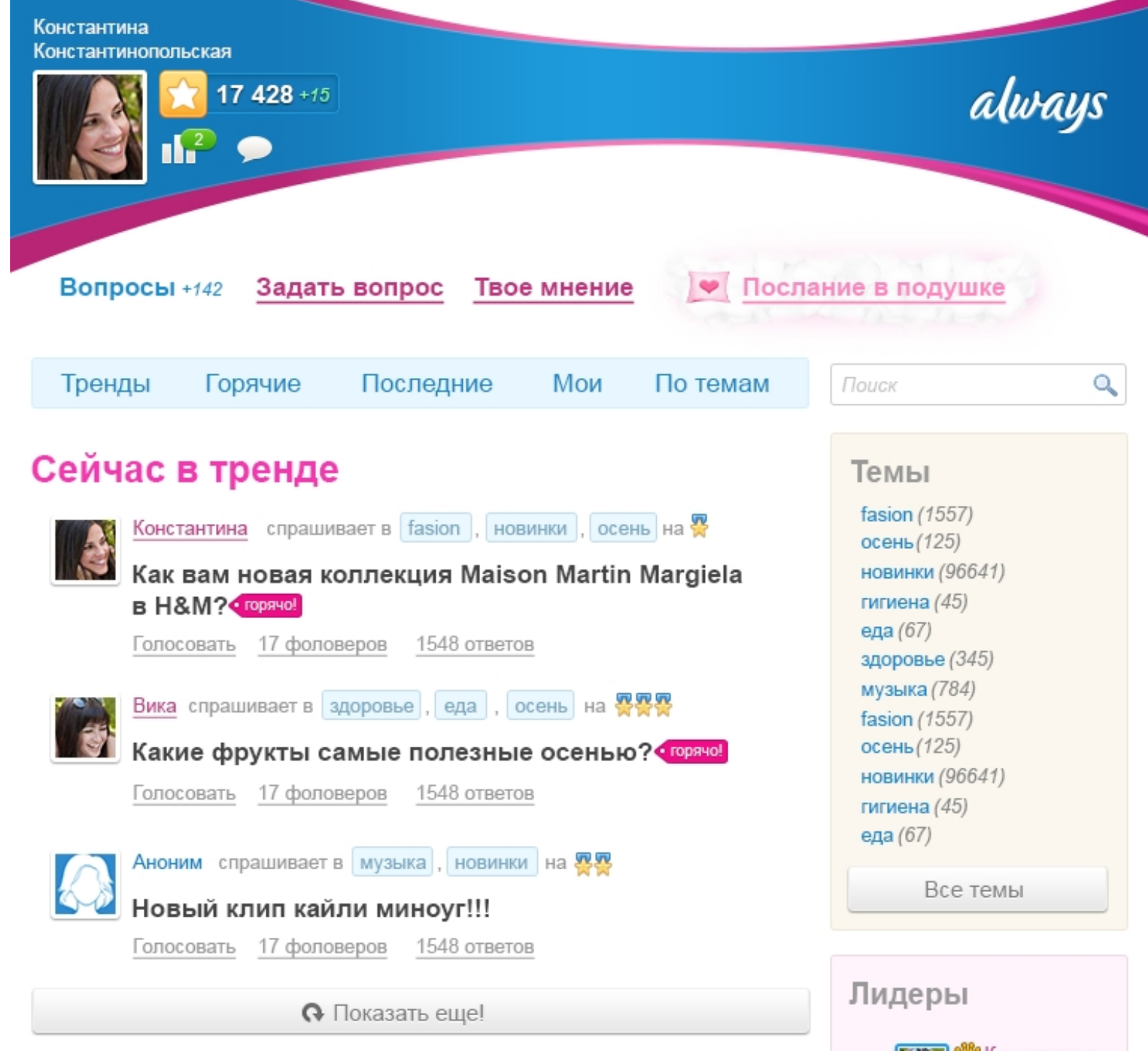
- Social Q&A with ratings
- Product information
- Promo sections

Prototype:

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

Source:

<https://dl.dropbox.com/s/5ztaurcq49yxkf5/alwaysSocialPlatform.rp>



CTI

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

Features:

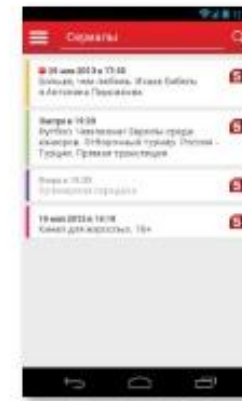
- TV schedule
- Interactive TV context on mobile companion app.
- Reminders and remote record of any show.
- Live streaming to mobile.

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

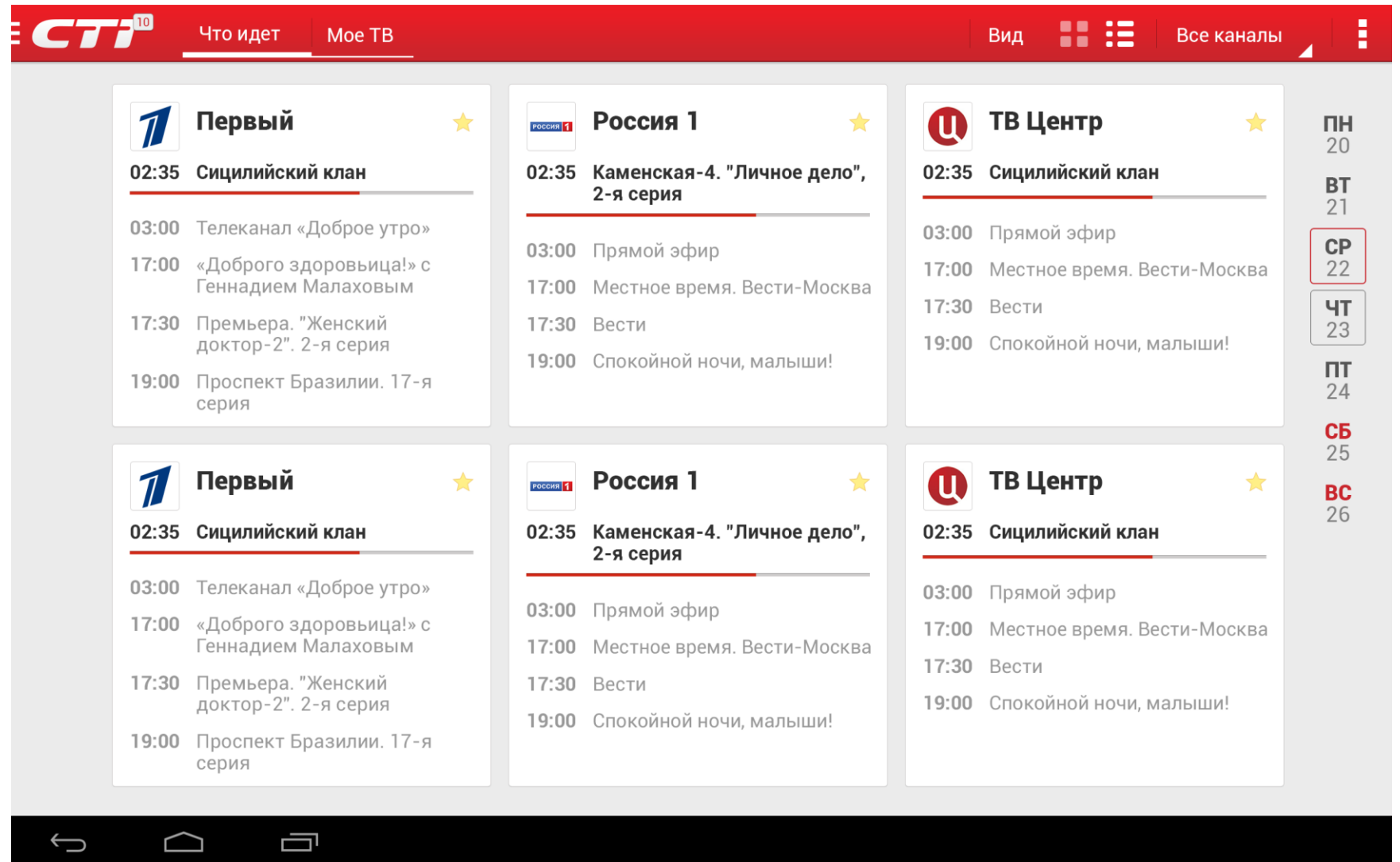
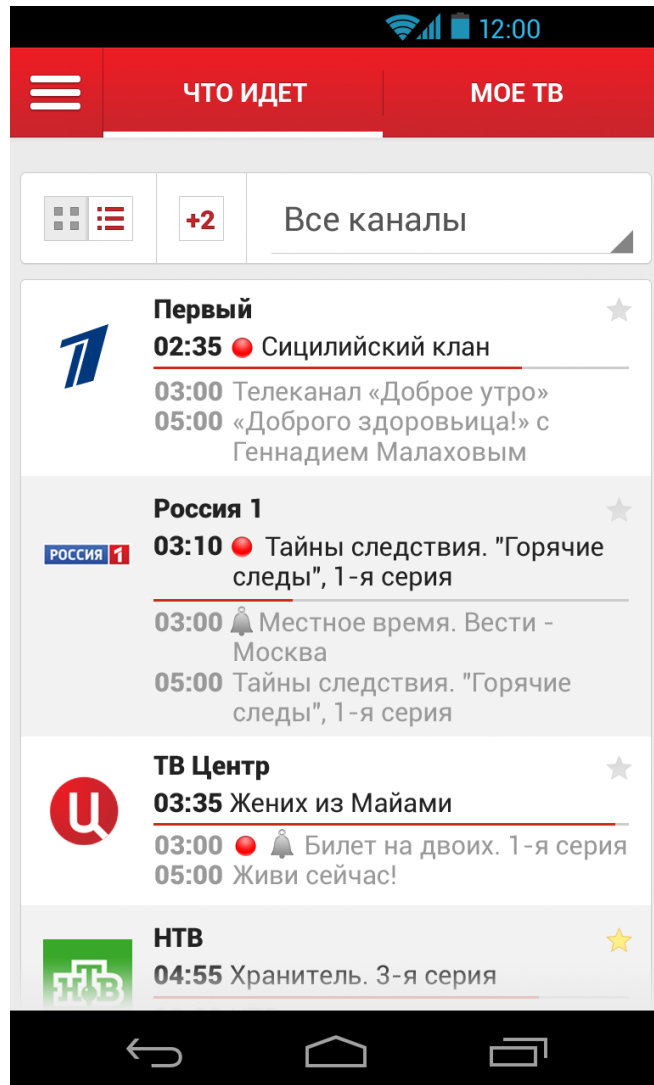


TV-Grid.png



TV-List.png

CTI



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

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.

