

Alexander Vinogradov

Lead UI / UX Designer at Crazy Panda Games

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I am a User Experience / User Interface Designer working at social and mobile game development company Crazy Panda.

I believe UX design is crucial in games because complex information systems require a low entry point and continuous motivation for its exploration.

I use an efficient user interface production pipeline that allows automation of assets export, management and integration.

The tools I use

- Axure (user flows/wireframes/advanced techniques and custom js)
- Google Analytics Flow Reports, Firebase
- Adobe Creative Cloud (assets pipeline with Adobe Generator + node.js)
- Unity 3D (prototyping, production, NGUI)
- 3D Max / V-Ray - Visual Studio
- Tech: C#, AS3, CSS/HTML/JS

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

I like strategy/MOBA/RPG games: Game of War: Fire Age, StarCraft, EVE Online, Dota, Hearthstone, WoW, Clash of Clans, superbros sword and sorcery, Minecraft.

Portfolio

<http://www.revenga.me>

EXPERIENCE

Lead UI / UX, Product designer at Crazy Panda Games

January 2014 - Present

Projects I have worked on:

- Stellar Age, hardcore mobile MMO strategy game – Lead UI/UX, Game Designer.
- The Household, social farming – Lead UI Designer.
- World Poker Club, social poker – UI \UX design consultancy.

Duties

- UX Design: UXD advocacy, prototyping, user-flows (Axure), competitor analysis.
- UI Design: visual style research, design system development, UI pipeline development & integration (PS+Adobe Generator + NodeJS), team training.
- Unity 3D: interfaces assembling (NGUI, Prefab Evolution), UI animation, interaction prototyping, UI tooling.
- Game Design: reverse engineering of competitive titles, dependency maps of UX/UI decisions, writing GDD/Technical Specs.

- Art-direction: references collection and sketches for in-game items and backgrounds, overpaint, color correction. Outsource art production management: writing detailed tasks for all kinds of art freelancers (3d FX artists, 3d modelers, 3d animators, concept artists, 2d artists)

Stellar Age UI\UX Highlights:

<http://www.revenga.me/stellarage/>

Freelance Expert

January 2011 - Present

Some of the projects I have made 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, the 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)
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Creative Director at Lumata

October 2011 - April 2013 (1 year 7 months)

- Designed & developed 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 and developed 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)
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Digital Creative at Ogilvy & Mather

January 2011 - September 2011 (9 months)

- 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 Adv. (EFES Pilsner, Milka Chocolate, Procter&Gamble 2008,2009,2010).
 - Participated in an Ogilvy Champion program in London.
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Digital Art Director at Ogilvy Interactive

January 2009 - December 2010 (2 years)

Digital Art-Director

February 2008 - December 2008 (11 months)

EDUCATION

Saint-Petersburg State University

3 years, Graphic design, fine arts history, fine arts,
2003 - 2006

I had to quit university after 3 years because I've got a job offer from one of the leading Moscow advertising agencies and decided to move there.