

FILIP ALEKSANDROW

PRODUCT DESIGNER & ART DIRECTOR

Designing interactive user experiences for millions of users since 2001

EXPERIENCE

JDA LABS

VISUAL DESIGN PRACTICE LEAD | 2015-2018

- Set vision for the look & feel of JDA Luminare, the next-generation SaaS solution
- Create Visual Style Guide documentation to ensure consistency within all products
- Under supervision of UX Director establish Design System Content Strategy and Contribution Model
- Collaborate with UX Designers and Front-End Engineers on implementation of JDA Luminare Design System
- Responsible for all visual design decisions across JDA SaaS products, desktop and mobile.
- Collaborate with UX designers to ensure consistency within all products
- Support all products globally with Visual Design needs
- Create a Soft-Branding strategy for JDA Luminare applications

SQUARE ENIX MONTREAL

SENIOR INTERFACE DESIGNER | 2013-2015

- Solve all layout and user-flow challenges for all screens in Hitman Sniper game for phone and tablet
- Under supervision of studio art director set vision for Hitman Sniper UI
- Create Low & High-Fidelity Wireframes
- Create assets for implementation of the UI across full production circle
- Collaborate directly with Studio Art Director, Creative Director, Producer, Game Designer and engineers
- Participate in recruitment process and mentorship of UI/UX Designers

BEHAVIOUR INTERACTIVE

INTERACTIVE ART DIRECTOR / SENIOR UI DESIGNER | 2008-2013

- Collaborate directly with Creative Directors, Producers, Game Designers and engineers across multiple projects in the studio
- Supervise, mentor and support all UI Designers in the studio
- Solve all layout and user-flow challenges for games across multiple platforms
- Create Low & High-Fidelity wireframes and UI animations
- Managed and art directed the overall creative look and consistency of game interfaces

UBISOFT MONTRÉAL

SENIOR UI DESIGNER | 2006-2008

- Collaborate with the Art Director in creation of High-Fidelity mock-ups for production of FarCry 2 game
- Under supervision of the Creative Director solve layout and user-flow challenges on FarCry 2 game
- Create motion graphics with Ubisoft UDA/Helix team
- Collaborate directly with the Art Director to set vision for Splinter Cell 4 UI

TOOLS

PHOTOSHOP CC
ILLUSTRATOR CC
AFTER EFFECTS CC
ADOBE XD
SKETCH
INVISION
MS OFFICE

SKILLS

PRODUCT DESIGN
VISUAL DESIGN
INTERACTION DESIGN
ART DIRECTION
BRANDING

LANGUAGES

ENGLISH (Professional)
NORWEGIAN (Native)
POLISH (Native)
FRENCH (Basic)

EDUCATION

UCA (Rochester)
PRODUCT DESIGN
BA | Class of 2001

INTERESTS & HOBBIES

ILLUSTRATION ([instagram.com/pixelsurgery/](https://www.instagram.com/pixelsurgery/))
PHOTOGRAPHY
SOCCER & F1