FILIP ALEKSANDROW

UX / IxD / VisD / Haptics

Creating interactive experiences for millions of users since 2001.



EXPERIENCE

Immersion Corporation Principal Product Designer, IxD Architect R&D 2019 - present As a Principal Designer my role is to lead innovation and best practices for UX and interaction design with haptics for automotive, mobile and gaming market. as well as research and present potential new business opportunities.

- Collaborate with PM, hardware and software engineers to define design scope.
- Research, UX Design, haptic effect design and UI design with developer hand off.
- Customer presentations on Haptic Design, UX guidelines and best practices.
- Infusing Design Thinking into company culture and product development.

Lightspeed HQ Senior Product Designer 2018 - 2019

- Used qualitative research to find customer Pain Points of Lightspeed Payments.
- In collaboration with PM defined product requirements and road map.

JDA/Blue Yonder Visual Design Practice Lead, R&D 2015 - 2018

Responsible for the Visual Design of JDA's next-generation SaaS solutions and guiding global teams with guidelines to create visual consistency between new and old products.

- Collaborated with UX Designers to create JDA Luminate Design System.
- Created Soft-Branding strategy for JDA Luminate Suite.
- Established Design System Content Strategy and Contribution Model.

Square Enix Montréal Senior UI/UX Designer 2013 - 2015

Led UI and UX Design initiative for the Hitman: Sniper phone and tablet game.

- Created Low & High-Fidelity wireframes, user-flow and interactive prototypes.
- Participated in User Testing initiatives
- Created production assets across full production circle.
- Participate in recruitment process and mentorship of UI/UX Designers

Behaviour Interactive Interaction Art Director / Senior Interface Designer 2008 - 2013

Ubisoft Montréal Senior UI Designer 2006 - 2008

EA / Criterion Games (UK) Senior UI Designer 2005 - 2006

Naked Penguin Boy (UK) Senior Designer 2004 - 2005

Argonaut Games Plc (UK) UI Designer 2001 - 2004

TOOLS

Photoshop CC

Illustrator CC

Adobe XD

After Effects CC

Sketch

InVision

Miro

Rightware Kanzi

SKILLS

Product Design

Interaction Design

Visual Design

Haptic Effects Design

Rapid Prototyping

Design Research

Art Direction

Video Editing

Illustration

Presentation

EDUCATION

UCA - Rochester (UK)

BA (Hons) Product Design

Class of 2001

LANGUAGES

Norwegian

Polish

English