Sigouy Mo

UX DESIGN SPECIALIST

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SERVICE

I specialize in producing elegant solutions with a human-centric design approach, to help organizations make better products and services across digital innovation, technology transformation, and inventive marketing.

COMPETENCIES

NN/g certified UX designer with 8+ years of hands-on experience in UI/UX design, working with business stakeholders, product management, and engineering team to create compelling experience and optimize user engagement to ensure the highest level of usefulness, desirability and customer satisfaction. Extensive expertise including creating and re-designing web and native interfaces, producing technical specifications, hand-coding interactive and responsive components for web and mobile devices across corporates in retail, finance, professional service, high-tech and fashion industries.

SOFTWARE	LANGUAGE	SYSTEM
Sketch	HTML5	Mac OS X
MURAL	CSS3	Linux OS
InVision	jQuery	Windows
Principle		
Flinto		
Axure RP		
Microsoft Visio		
Photoshop		
Tableau		
JIRA		

- Proficient knowledge of style guidelines, typography, layout, and color theory

- Strong understanding of Web Best Practices, User-centered Design, and full product life circle

- Solid and extensive knowledge of Responsive Web Design/Android/iOS technologies, design tools, browser constraints and international standards

- Proficient in HTML5, CSS3, jQuery, and specifically know their compatibility, rendering principle and potential bugs

- Experience in Javascript, familiar with front-end & server interaction

- Strong Agile Methodology experience. Coordinate and facilitate Daily Stand-Up meetings, Sprint and Release Planning, Agile Process Documentation, and Sprint Retrospectives.

- Strong analytical skill, ability to solve complicated interaction problems in the most streamlined manner

- Strong interpersonal communication skill, good team player, adaptable and able to work under pressure and to excel in a fast paced, rapidly changing environment

- Strong attention to detail and precision

EXPERIENCE

User Experience Design Specialist, Pearson [London]
12/2016 – PRESENT

Lead UX on Pulse - an innovative global learning platform with best-in-class pedagogy.

Collaborate with business stakeholders, product managers, and development team to identify new product opportunities, define, conceptualize, design, and validate the user experience for different global markets and segments.

• Design User Research proposals with clear hypothesis, scope, target audience, and method. Using methodological triangulation to build a rich, varied picture of a problem space to establish user needs.

• Conduct quantitative and qualitative research such as interviews, surveys, contextual inquiries, usability studies. Synthesize findings to inform a better understanding of customers, give insights into business value, and identify potential usability issues and design opportunity.

• Use a range of Service Design tools and methodologies to engage teams and run stakeholder workshops to help align shared understanding and optimum service experience. Produce Hypothesis Journey Map, Experience Map, Empathy Map, Service Design Blueprints for current-state and future-state.

• Define user experience for new and existing products. Create heuristic screen flow diagrams with iterations from original scope to MVP, to facilitate various stage of product implementation.

• Design low-fidelity/high-fidelity interactive prototypes to facilitate task-oriented usability evaluation for macro and micro feature sets and interactivity. Analyze insights and iteratively test solutions in a timely manner, to continuously optimize usability and customer experience.

• Deliver high-fidelity production ready designs that effectively communicate design directions for implementation. Following delivery by development team, review at the end of each release to ensure alignment with designs provided.

• Collaborate with London and San Francisco team to define Pearson UX Design Framework and exploring ways of global implementation via InVision DMS.

Lead UI/UX Designer, Ubisoft
11/2014 – 07/2016

Lead UI/UX designer contributing to all forms of User Interface elements for Ubisoft console and mobile games. Working from the initial concept through final production, as well as elaborating and finessing on existing solutions.

• Drawing on extensive UI/UX experiences and the specificity of Ubisoft Players Interactions to generate the best possible User Interface and User Experience through fast design circles. Quickly iterating based on continues feedback, while developing and maintaining brand standards across multiple platforms and products.

• Defining usability strategies, overall art directions, translating high level gameplay requirements into architectural wireframes and interactive prototypes with heuristic flows and explicit menu hierarchies to facilitate further production.

• Collaborating with game designers, developers, artists, marketing & producers to drive consensus and ensure intuitive and engaging User Experiences; Working closely with animation and sound directors to ensure that all the resources are in line with presentation guidelines.

- Observing Usability Testing and Focus Groups to validate the UI/UX designs and overall product direction.

Senior Interactive Designer, Art Department Aberdeen Ltd.
08/2012 – 11/2014

Working closely with a cross-functional in-house creative team to ensure timely delivery on all development projects in accordance with the Art Department's business objectives.

- Re-designing web User Interface and defining User Interaction model for Art Department's online presence.

- Creating UI/UX models, screen mockups, prototypes, and hand-coding front-end templates for Art Department's major clients.

- Producing UI/UX technical specifications to facilitate excellent execution and insure positive user experience.

- Translate user requirements and business problems into creative and practical design solutions while working within constraints of variable design standards.

Senior Interactive Designer, HiGear [General Workings Inc. San Francisco]
04/2011 – 08/2012

Lead designer and front-end developer working closely with engineers to initialize the UI/UX model and strategize version updates for HIGEAR.COM.

- Creating UI standards, designing and developing web User Interfaces which will collaborate with application servers to operate with the HIGEAR's mission critical products and services.

- Hand-coding front-end templates and delivering email newsletters, online banners for marketing collateral.

- Assisting with testing and review processes to ensure total reliability of the HIGEAR's products and services and promote the highest level of quality assurance, stability and security.

Interactive Designer, ATTIK [Dentsu America, San Francisco]
07/2009 – 12/2010

Working collaboratively with the design, development and advertising teams to generate engaging interactive solutions, and ensure the successful implementation through production.

Contribute across a wide range of web-related projects including website page design and development, online advertising, email campaign, interactive initiatives for social media platforms etc.

Clients include Lexus(LFA), Scion, Yahoo!, Perkins+Will, BOOST, Virgin, OnLive, Lucas, TiVo, Netflix and ATTIK internal.

CERTIFICATION

NN/g UX Certified with specialties in UX Management & UX Research
UXC# 1021899
https://www.nngroup.com/ux-certification/verify

EDUCATION

MFA, Web Design & New Media
Academy of Art University
08/2007 – 08/2010

BFA, Visual Communication
China Academy of Art
09/2002 – 07/2006

ENDORSEMENTS & RECOMMENDATIONS

Please refer these sections in my LinkedIn Profile
uk.linkedin.com/in/sigouificationm/