

Sigouy Mo

UI/UX DESIGNER & FRONT-END DEVELOPER
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WWW.SIGOUY.COM

SERVICE

I specialize in Design, Development and Art Direction for Digital Media.

PORTFOLIO

<http://sigouy.com>

COMPETENCIES

8+ years experience in both printing and interactive design, specifically in bring brand communication from print to web. Extensive expertise including designing and developing corporate identities, annual reports, creating and re-designing web interfaces, producing technical specifications, hand-coding interactive and responsive components for web and mobile devices across corporates in retail, professional service, high-tech and fashion industries.

SOFTWARE

Axure RP
InVision
Microsoft Visio
Gliffy
Sketch
Photoshop
Illustrator
InDesign
Dreamweaver
Fireworks
Flash
JIRA

LANGUAGE

HTML5
CSS3
jQuery

SYSTEM

Mac OS X
Linux OS
Windows

- Proficient knowledge of style guidelines, typography, layout, and color theory
- Strong understanding of Web Best Practices, User-centered Design, and full product life cycle
- 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
- Experience with Wordpress plugin integration, layout creation and website implementation
- 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

Lead UI/UX Designer, Ubisoft

11/2014 – PRESENT

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.

Freelance, Graphic Designer

07/2005 – 07/2007

Producing aesthetic directions that get clients' messages across with great visual impact. Working on a good variety of products, including corporate identity system(logos, color schemes, brochures, posters, annual reports, inserts, stationery etc), websites, packaging, books and magazines, exhibitions and displays collateral.

- Defining style, technique, and medium bespoke clients' promotion strategies.
- Preparing unique illustrations, innovative layout prints and rough sketches of presentation and designing graphical user interface for website in line with branding guidelines.
- Assisting in copywriting as necessary and performing typesetting for forms and publications.
- Coordinating production activities with printers, service agencies, advertisers, and vendors and reviewing the quality of product before final release.

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/