

Igor Goncharenko

Senior UX/UI Designer, Lead

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I'm a Senior Game UX/UI Designer with over 10 years of experience designing for F2P games across PC, mobile, and console platforms. I hold a Bachelor's degree in Fine Arts and a Google Certificate in Foundations of UX Design. In addition to full-time roles, I also work as an expert consultant and advisor for game developers and studios.

Throughout my career, I've had the opportunity to lead and develop project teams, leveraging my skills and experience to create intuitive, user-friendly game interfaces that improve KPIs and enhance the gaming experience. One of the notable projects I contributed to is *World of Tanks* by Wargaming. I approach every project with a design thinking mindset, allowing me to tackle complex challenges and deliver innovative solutions. I value collaboration, teamwork, knowledge sharing, responsibility, flexibility, and creativity, and I am deeply passionate about games, art, and technology.

Skills

Figma / Adobe Creative Suite / Adobe Photoshop / Adobe Illustrator / Adobe Firefly / Unity / Midjourney / Chat GPT / Design Thinking / Team leading / Design sprints / Feature owning / Cross team collaboration / Problem-solving / Game Concept development and ideation / Information Architecture / User flows / Usability principles / Interaction patterns / Interaction design / Ergonomics / HCI / Wireframes / Prototyping / Maintaining design systems and UI component libraries / Mockups / UI art and design / UI kits / Style Guides / Design System / Marketing art / User research / User testing / A/B Testing / Quantitative and Qualitative Analytics / UX strategy

Experience

Senior UX Designer / Blindspot Games.

Montreal, Canada

July 2024 - Present

As a Senior UX Designer on a part-time contract with Blindspot Games, I provide strategic guidance and actionable suggestions to improve the user experience of *Hexadome Tactics*. I conceptualize in-game navigation and menu flows, optimizing them for both PC and gamepad inputs. Additionally, I create wireframes and prototypes to enhance the overall gameplay experience across multiple platforms.

Senior UX/UI Designer / NightMarket Games Inc.

Vancouver, Canada

May 2024 - July 2024

As a Senior UX/UI Designer and expert on a short-term contract, I worked on *Slugterra: Slug it Out 2*, a F2P mobile puzzle game. I provided evaluations and expert suggestions, creating UX/UI designs for both existing and new features. I designed and delivered features focused on retention and engagement, and shaped the design system by providing layouts that increased the game's consistency and clarity. I collaborated closely with developers and game designers, tackling design-related problems to ensure a seamless and engaging user experience.

Senior UX/UI Designer / Wargaming LLC.

Vilnius, Lithuania

June 2021 - May 2024

As a Senior UX/UI Designer on a new IP, I played a vital role in the design team, responsible for devising UX and UI concepts, developing interactive prototypes for different input methods, and gathering qualitative feedback from closed user testing to prioritize and integrate new features into the development roadmap.

Within estimated timeframes, I utilized UX methods such as use cases, user flows, and empathy maps, and closely collaborated with game designers, developers, and producers to establish the meta gameplay loop, social features, and accessibility options, including the design of control schemes.

Additionally, I worked with the in-house game engine, customizing cameras, and asset placement to speed up design iterations and define solutions for optimizing the front-end development process. I also prepared handoffs and documentation and reviewed the development team's work to ensure production quality.

UX/UI Lead Designer / Wargaming LLC.

Kyiv, Ukraine

May 2016 - June 2021

While working on *World of Tanks*, an AAA F2P game with a massive player base, I led the design of features from concept to execution, ensuring consistent branding, high production quality, and timely delivery. During my time in this role, I led teams of 2 to 4 designers and artists, contributing to and iterating during design sprints and providing feedback in design critique sessions.

I utilized my skills in UX/UI design, including wireframing, information architecture, user flows, and high-fidelity prototypes, while contributing to the game's design system by creating UI kits and illustrations.

I closely collaborated with user researchers, developers, artists, and producers to define and deliver features that enhanced key KPIs, such as engagement, retention, and monetization. I designed and delivered features that became the foundation of new player engagement, such as boot camp, in-game wiki, mode selector, advanced tooltips, and more. Additionally, I worked on co-op game modes and annual events like Halloween, which featured strong narratives and contributed to increased game revenue.

UX/UI Designer / Wargaming LLC.

Kyiv, Ukraine

March 2015 - May 2016

Participated in the R&D team for the World of Warplanes F2P game. Balanced the needs of the design team, crafted menu navigation, conceptualized HUDs, and designed UI assets. Collaborated closely with game designers, UX directors, and producers to provide and receive feedback.

UX/UI Designer, Product Designer / Aratog Games LLC.

Odessa, Ukraine

July 2012 - March 2015

Directed the look and feel of various game products and their digital representation in the market. Led a team of 4 artists (2 2D artists and 2 3D artists). Shipped 2 casual games and a cross-platform MMO strategy game, *Astro Lords: Oort Cloud*. Designed UX and UI, information architecture, and navigation flows for both PC and mobile platforms. Created promotional materials to support the marketing team's needs.

UX/UI Designer, Product Designer / Talk24 Inc.

Odessa, Ukraine

June 2010 - June 2012

Designing user interfaces for web telecom products, IPTV, and mobile apps. Developed brand style and guidelines for ongoing use in branding, marketing, and communication activities. Work closely with clients, marketing team, developers, and stakeholders.

Product owner, Graphic designer / Kuv magazine Inc.

Odessa, Ukraine

July 2007 - August 2012

Create and own media products, including social web platforms, printed magazines, and art books. Organized public events and facilitated seamless communication with talented artists, writers, and illustrators.

Graphic designer / Odessa Media Inc.

Odessa, Ukraine

October 2004 - August 2006

Was responsible for book design, cover design, printed magazines, advertising, and promotional materials.

Education

Google certificate

Foundations of User Experience (UX) Design

January 2024

Bachelor's degree in Fine Arts

South Ukrainian National Pedagogical University n.a. K. D. Ushinsky

September 2006 - August 2010

Associate Degree in CAD

Odessa College of Computer Technologies

September 1999 - August 2003