

# HUGH CHIGORIMBO

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## SENIOR UI/UX DESIGNER

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### ABOUT

With over 6 years of design experience, I began my journey as a game designer before transitioning to specialize in UI/UX design. My career spans half a decade, during which I've been instrumental in bringing businesses' concepts to life, streamlining processes, cultivating brand narratives, championing user-centric experiences, and fostering skilled digital teams within organizational frameworks.

My diverse expertise traverses a multitude of sectors including, but not limited to, gaming, entertainment, e-commerce, sports, oil and gas, cosmetics, news media, and finance, encompassing both mobile and web platforms. My privilege of collaborating with prominent industry players has seen me contribute across the spectrum from marketing, branding, and pitching to comprehensive design systems, intricate user experiences, and captivating visual design.

### WORK EXPERIENCE

#### Senior UI/UX Designer

Improbable | London | 2023 -Current

- Creating professional UI experiences. Focussing on the development of excellent UX design, visual layout and concept
- Organizing and reviewing play-test of user interface prototypes and final in-game UI
- Iterating on playable game flows so that all stakeholders can get a feel for the UI before any expensive implementation is conducted
- Creating basic motion graphic mockups to illustrate complex interactions.
- Communicating with stakeholders, extracting requirements and advising solutions
- Leading by example, setting benchmarks, style guides, high quality standards, workflows, documentation and approvals
- Reporting for internal and client needs
- You'll keep one eye on the future - research, evaluate and propose practices that keep us on the cutting edge!

#### UI/UX Designer

Dewynters | London | 2022 -2023

- Adopted the agile design process for the Creative Digital team, this helped increase client retention, and client acquisition by 40% and acquiring clients from other industries.
- Created wireframes, prototypes, and high-fidelity mockups for web and mobile applications
- Collaborated with cross-functional teams, including developers and product managers, to ensure design solutions are technically feasible and meet business objectives
- Developed and maintained design systems, including style guides and component libraries
- Led design critiques and presentations to stakeholders

## Technical UI/UX Designer

Virtual Arts | Cambridge | 2020 - 2022

- Responsible for designing an immersive experience to help secure the company's first client for the new Virtual Reality experience.
- Lead the design team with designing Augmented Reality experience for our clients which helped secure needed contracts for the company.
- Led design for multiple web and mobile projects, from concept to launch
- Conducted user research and usability testing to inform design decisions
- Created wireframes, prototypes, and high-fidelity mockups for web and mobile applications
- Worked with developers to ensure design solutions are implemented correctly
- Led design workshops and trainings for clients

## Jr Game Designer

Glitchers | London | 2018 - 2020

- Designed the UI for the company's first Nintendo Switch game which helped secure a publishing and investment contract for a 2 year period.
- Worked on marketing materials for the game which led to a 60% increase in active online players during campaigns.

## UI Designer

Prey Design | London | 2016 - 2018

- I helped some of the fastest-growing startups (seed to series A) launch and grow their products.
- Assisted new start-ups with their brand strategy.

## EDUCATION

### Bournemouth University

Bachelor of Science, Games Technology & Design

## SKILLS

User Research, Interaction Design, Wireframing, Digital Design, Brand Development, Brand and Digital Guidelines, UI Design, Prototyping, Illustration, Design Systems, Storyboarding, Mentoring and Training

## TOOLS

Figma, Sketch, Photoshop, Illustrator, Jira, Confluence, Unity, Unreal Engine, Blender, Miro