

# FILIP ALEKSANDROW

Portfolio: [www.pixelsurgery.ca](http://www.pixelsurgery.ca)

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## PROFESSIONAL SUMMARY

Design leader with 15+ years of experience designing complex, high-stakes systems across enterprise, platform, and consumer products. Specialized in translating technical and operational complexity into clear, usable experiences that scale. Known for leading ambiguous problem spaces, shaping foundational interaction models, and partnering closely with product and engineering to deliver systems that balance security, usability, and long-term product trust.

## LEADERSHIP & SCOPE

Set design direction across multi-disciplinary teams, partnered with product leadership on experience strategy and roadmap decisions, raised quality and accessibility standards across platforms, and mentored senior designers into lead roles.

## EXPERIENCE

### Principal Product Designer

**Microsoft** | Montreal, Quebec, Canada (Remote)

2021 – 2025

- Set experience direction for the Fluent 2 documentation platform, defining scalable UX patterns and mental models across Microsoft's design system ecosystem.
- Shaped information architecture, navigation, and interaction patterns to improve discoverability, consistency, and adoption across design and engineering teams.
- Raised accessibility and quality standards across the platform, influencing interaction behaviour and keyboard navigation in line with WCAG 2.x.
- Introduced platform-level capabilities including dark mode, global navigation, and in-context feedback to support iteration and long-term scalability.
- Launched publicly and reached 200,000+ users in its first month, becoming the central hub for Fluent 2 adoption.

### Principal Product Designer / Interaction Design Architect

**Immersion Corporation** | Montreal, Quebec, Canada (Hybrid)

2019 – 2021

- Led experience and interaction strategy for next-generation automotive HMI demonstrators showcased globally at CES and Tokyo Auto Show.
- Defined a scalable haptic interaction model and taxonomy enabling intuitive, eyes-free interaction in safety-critical, high-risk contexts across large touch surfaces.
- Worked with research, engineering, and hardware teams to align interaction design with technical constraints and real-world driving contexts.
- Partnered with marketing and sales to translate complex interaction concepts into clear product narratives for OEM clients.

### Senior Product Designer

**Lightspeed HQ** | Montreal, Quebec, Canada (On-site)

2018 – 2019

- Investigated payment UX trust, transparency, and error-prevention issues, translating research findings into product recommendations to reduce user uncertainty and risk.

## **Visual Design Practice Lead, R&D**

**JDA/Blue Yonder** | Montreal, Quebec, Canada (On-site)

2015 - 2018

- Led visual design direction for the Luminate Design System, supporting consistency across 100+ enterprise SaaS applications.
- Established visual standards and component guidelines in partnership with UX, product, and engineering leadership.
- Aligned distributed teams across North America, India, and Europe around a shared design language and quality bar.
- Partnered with marketing to evolve brand expression across next-generation desktop and mobile products.
- Contributed to governance and long-term system sustainability as products transitioned to cloud-based platforms.

## **Senior UI/UX Designer**

**Square Enix Montréal** | Montreal, Quebec, Canada (On-site)

2013 - 2015

- Sole UX/UI owner for Hitman: Sniper (10M+ downloads), defining game flow, HUD systems, and UI architecture from concept to launch.
- Mentored junior designers and contributed to hiring.

## **Interaction Art Director / Senior Interface Designer**

**Behaviour Interactive** | Montreal, Quebec, Canada (On-site)

2009 - 2013

- Led UX/UI direction across 10+ cross-platform titles, defining interface systems and meta-flows.
- Managed and mentored UI designers, raising overall quality and consistency.
- Partnered with engineering and production to deliver polished, platform-ready experiences.

## **EDUCATION**

**BA (Hons) Product Design** — University for the Creative Arts | Rochester, UK

## **SKILLS**

Design Leadership · Experience Strategy · Design Systems · Interaction & Service Design · Accessibility (WCAG) · Information Architecture · Prototyping · Design Research · Stakeholder Alignment · Enterprise SaaS · Automotive HMI · Systems Thinking · Trust & Safety UX · Platform Mental Models.

## **TOOLS**

Tools: Figma, Adobe Creative Suite, Miro, Webflow, Unity/Kanzi, JIRA, GitHub