

# Alexander Kan, PhD • UX Designer

Portfolio [alexkan.com/research-portfolio/](https://alexkan.com/research-portfolio/) • E-mail [hi@alexkan.com](mailto:hi@alexkan.com) • LinkedIn [linkedin.com/in/alexkancom](https://linkedin.com/in/alexkancom)

I'm a UX designer with a particular interest in how technology creates engagement through the use of storytelling techniques, game mechanics, and other means.

My diverse experience allows me to explore the relationships people have with technology from different perspectives and also makes it easier to communicate with team members of various backgrounds.

- 10+ years in the industry as an UI/UX designer and consultant
- 5+ years of experience as an academic HCI & UX researcher
- Undergraduate degree in software engineering
- Have lived in three countries with distinctly different cultures
- Self-motivated, organised, with experience in conducting studies end-to-end
- Committed to completing large long-term projects

Currently I am overseas, but I already have a British work visa and plan to move to the UK by the end of 2022.

---

## Independent UI/UX designer and consultant

January 2011 – December 2022

The biggest and the most commercially successful project I worked on during that time was an [interactive textbook design](#) for 'Bureau Gorbunov'.

**Problem.** The experience of reading digital books is poor. The goal was to create a scalable book format that would combine the feeling of reading a luxurious paper book with interactive features.

**Role.** On that project I was the only UI/UX designer, working in a team with an art-director, a layout designer, a photographer, and two developers. I was also responsible for managing the project and ensuring that the team is up to date and is working in sync.

**Impact.** The textbook gained 3000 paid subscribers and earned more than 4.5M roubles (~£64K) in three years after launch. Bureau Gorbunov continues using the format to this day and has published more than a dozen interactive books by now.

## Postgraduate HCI & UX researcher

The University of Melbourne  
[Human-Computer Interaction group](#)  
March 2012 – April 2020

**Problem.** Existing 'gamified' solutions for running focus on extrinsic rewards. Existing mixed reality systems require expensive equipment and are not suited for running. 'Zombies, Run!' provides an alternative approach by supporting running with a fictional story, yet not much is known about such mixed reality stories.

**Role.** As a sole researcher, I was responsible for project design, management, participant recruiting, presenting the findings, and promoting the research.

**Main methods.** Interviews, diaries workshops, secondary research, market analysis, journey mapping, prototyping. Due to the nature of the research questions, I mainly relied on qualitative methods, but I want to start integrating basic quantitative methods into my future work.

**Impact.** This project defined the format of mixed reality stories that do not rely on extrinsic rewards and do not require expensive equipment. It deepened our understanding of running experience journey. The results also allowed me to speculate on an appearance of mixed reality stories for walking a year prior to Apple announcing '[Time to Walk](#)'.

## Lead UI/UX designer

[Bureau Gorbunov](#)  
March 2009 – December 2010

- I joined the bureau as a junior UI designer and advanced to a lead UI/UX designer in less than two years
- During my second year I started mentoring a junior designer myself
- I co-designed the flight result page for a booking service 'OneTwoTrip'. I also co-created the name 'OneTwoTrip' together with Artem Gorbunov. The service is functioning to this day, more than 10 years later after the launch

---

## Skills

**Hard.** UX/UI design, UX research, qualitative methods

**Tools.** Photoshop, Pixelmator, Figma

**No-code tools.** Apple Shortcuts, IFTTT, AirTable, Notion

**Soft.** Active listening, structuring information, synthesising insights, teamwork, presentation

**Hobby.** Board games

## Awards & Recognition

- Melbourne International Research Scholarship & Melbourne International Fee Remission Scholarship
- A talk I gave at Australian largest UX conference was voted second best that year
- Two research were papers accepted to the largest Australian academic UX conference OzCHI
- Honorary mention for best poster design at a Melbourne's Computing & Information Systems doctoral colloquium
- A project I was working on with [minimum inc](#) got featured at one of the slides at Apple's WWDC conference (unfortunately, it did not succeed)