

Tamaz Murguliya

Head of UX / Chief Experience Officer

UX and product executive with a strong background in human-centered design across several industries, including software application design and UX in VR LBE. Established track record in building successful design teams focused on ecosystemic UX design and VR experience.

A graduate of the British Higher School of Art and Design (partner of the School of the Creative Arts of the University of Hertfordshire in the UK) with a focus on visual communications and art direction, I have over 17 years of professional design experience including 7 years on managerial position (Creative Director, Design Director, Chief Experience Officer), and more than 10 years of UX Lead position in both, UX and Visual Design.

Lecturer and regular keynote speaker on topics related to user experience design, VR and human-centered approach.

Currently working as CXO on User Experience Design in a broad range of VR solutions, including games, LBE attractions, education, and industrial simulation.

EXPERIENCE

VRTech / Neurogaming, Moscow, Russia; Nicosia, Cyprus — *Creative Lead / Chief Experience Officer*

2016 - PRESENT

VRTech/Neurogaming is the biggest VR production house in Europe. With me being responsible for overall management, art direction, creative and user experience design we've managed to shape the entire network of VR arcade halls and establish a production of VR content for them. In less than 2 years we've released 13 pieces of content, one of which has been acknowledged and licensed by a AAA worldwide title as VR part of World of Tanks family - World of Tanks VR. This game, in its own term, got rewarded with the title of Best VR/AR Game of Gamescom '2018 and nominated for VR Awards' best Out of Home VR Experience of the Year.

Selected shipped titles:

- [RevolVR](#) - ultimate VR PvP Shooter
- [World of Tanks VR](#) - fast-paced VR PvP tank warfare
- [Alpha CentaVR](#) - a virtual quest designed as a surreal escape room for 1-4 players
- [Kikoriki](#) - VR experience for kids based on a famous animated series
- [Fixies](#) - VR experience for kids based on a famous animated

Moscow, Russia

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LinkedIn:

<https://linkedin.com/in/tamazmurguliya>

Portfolio&CV:

<http://uxtm.pro/uxcv>

My studio:

<http://uxtm.pro>

Older Portfolio:

<http://lugrum.net>

Older works on Behance:

<https://www.behance.net/lugrum>

AWARDS & ACHIEVEMENTS

Gamescom'2018 / Best VR/AR game

VR Awards / Rising VR company of the Year

VR Awards shortlist / Best Out of Home VR Experience of the Year

Pobediteli.ru / UN World Summit Award in E-Culture - 2005

News360 / Appy Awards / Best News App of 2013

News 360 / Featured in News and Editors Choice on Google Play Store - 2013

News360 / UN World Summit Mobile Award in m-Media & News - 2012

News360 / Grand Prix Appy Awards in News - 2012

UX™, Moscow, Russia — Founder & UX/UI Expert

2015 - PRESENT

Efficiently lead a remarkable team of experts with combined expertise in product design and user interface; specializing in non-trivial UX tasks to manage complex projects.

NPTV, Moscow, Russia — Design Director

2013 - 2016

Instrumental in evolving a small startup under the UNDEV umbrella, into an innovative cloud-based interactive media platform.

Directed the designing process of the company ecosystem; including user experience across various devices, interaction patterns, and product features. Created guidelines for all third-party applications. Completed all research and development tasks, including implementing new forms of interaction for NPTV capability.

Selected Achievements:

- Designed the company's first ever mock-ups and prototypes.
- Supervised NPTV's design studio, located in the city of London, where the majority of the company's research and development operations commenced; including the analyzing of all proposals prior to production.

News360, Moscow, Russia — Art Director

2012 - 2013

Developed and expanded design concepts for a highly sophisticated aggregator of news and information.

Team lead for enhancing Reading Experience and re-designing iOS, Android and WinMobile applications.

Selected Achievement:

- Appy Awards / Best News App of 2013
- Featured in News and Editors Choice on Google Play Store - 2013
- UN World Summit Mobile Award in m-Media & News - 2012

AREAS OF EMPHASIS

Proven track record in a lead role with oversight of a design group or creative discipline

Expert in designing products and overall user experience

Exceptional skills in developing the product vision

The application of appropriate project management methodology

Excellent management experience leading a large group

Excellent communication skills

Teamwork and a customer focused mentality with the ability to multi-task

EDUCATIONAL BACKGROUND

British Higher School of Art & Design, Moscow, Russia / London, UK — Non-degree Visual Communications coursework

2008 - 2010

Moscow State Technological University, Moscow, Russia — MA Software Engineer

1998 - 2004

- Grand Prix Appy Awards in News - 2012

Wakie, Moscow, Russia — *Ux Consultant*

2011 - 2012

Created the first typography and logo; still used as a basis for current company logotype.

UNDEV / Digital October Group, Moscow, Russia — *Art Director*

2010 - 2011

Designed prototype of a cloud-based TV platform, now expanded to NPTV – a stunning interactive platform.

Created the typography logo for Digital October — Moscow's first Creative Cluster; still used as main visual

FCBi, Moscow, Russia — *Art Director, Creative Group Head*

2006 - 2010

Assisted CEO in transforming Media Arts holding dept. into an independently operational Digital Agency.

Web-Masterskaya, Moscow, Russia — *Designer, Art Director*

2002 - 2006

Director, 2002 to 2006

Designed for various projects - spanning from websites to extremely non-trivial UI, developing an in-depth understanding of UI specialization.

Selected Achievement:

- First international award: Pobediteli.ru - UN World Summit Award in E-Culture – 2005