

Product Designer

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Product designer passionate about merging user-centered design and technology to create intuitive, scalable digital experiences. With a strong foundation in UX research, design systems, and cross-functional collaboration, I turn complex needs into elegant, human-centric solutions. From concept to launch, I deliver impactful, accessible designs that improve usability, drive engagement, and support product goals.

EXPERIENCE –

UNDP Armenia

December 2024 – Present

UX Specialist

- Partnered with the SDG Innovation Lab to design digital tools supporting Sustainable Development Goals (SDGs), leading to more efficient public outreach.
- Designed accessible interfaces aligned with WCAG and inclusive design principles, enhancing usability for diverse communities.
- Introduced iterative user testing and feedback loops, reducing usability issues by 40% and accelerating decision-making.
- Contributed to cross-functional Agile teams, aligning UX goals with stakeholder priorities.

Zest MSP

May 2024 – Present

Product Designer

- Overhauled the design system to improve scalability and visual consistency, cutting interface build time by 35%.
- Co-led feature design across cross-functional product teams, improving client onboarding through streamlined user flows.
- Established a comprehensive design token library, supporting cross-platform development and enhancing developer handoff.
- Led UX audits and internal design system documentation initiatives to ensure adoption and clarity.
- Used tools like Hotjar and Google Analytics to track user behavior and inform design decisions.

FieldPulse.com

April 2024 – Present

Freelance Product Designer

- ed the end-to-end design of a material list management feature, improving quote and invoice workflows and reducing time-to-quote by 30%.
- Designed and implemented multi-job project support, resulting in a 25% increase in efficiency for enterprise users.
- Improved design consistency by introducing reusable UI patterns and scalable components, contributing to a 20% boost in retention.

Ultralabs.io

January 2021 – December 2023

Product Designer

- Designed a suite of B2B tools, including task delegation systems and property management platforms, boosting product adoption by 30%.
- Created a centralized design system used by multiple teams, speeding up design delivery by 40%.
- Integrated token-based workflows to maintain brand consistency across platforms and improve handoff to developers.
- Mentored junior designers and led weekly design reviews to ensure design quality and alignment with business needs.

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Earlier roles strengthened my core design skills:

- **TirSoft LLC** – Led website redesigns to elevate brand presence and implemented modern design practices.
- **Sevan Startup Summit** – Supported multiple startups with UI/UX design and branding.
- **Squaresigns.com** – Created graphic templates and introduced new design trends.
- **Inscope LLC** – Designed a hiring platform and corporate site from concept to launch using a user-centered approach.
- **JoinToHire LLC** – Improved product usability by incorporating user feedback into intuitive, user-centric features for websites, dashboards, and mobile apps.

EDUCATION –

Crisis Management State Academy

September 2012 – May 2017

Bachelors Of Crisis Management

SKILLS –

UX & Product Design Skills

- User Experience (UX) Design
- User Interface (UI) Design
- Wireframing & Prototyping (Figma, Adobe XD)
- Information Architecture
- Design Systems & Tokens
- Interaction Design
- Responsive & Adaptive Design
- Accessibility (WCAG Compliance)
- Human-Centered Design
- Mobile-First & Cross-Platform Design
- UX Research & Usability Testing
- Journey Mapping & Task Flows

Tools & Technologies

- Figma, Adobe XD, Photoshop, Illustrator
- HTML/CSS (basic knowledge)
- Notion, Jira, Trello, Miro
- Hotjar, Google Analytics

Collaboration & Methodologies

- Agile & Scrum Frameworks
- Cross-Functional Team Collaboration
- Design Thinking
- Stakeholder Communication
- Design Reviews & Mentorship
- User-Centered Design Process

Soft Skills

- Critical Thinking & Problem Solving
- Communication & Presentation
- Attention to Detail
- Adaptability & Time Management
- Feedback Integration

Languages

- Armenian (Native),
- English (Intermediate),
- Russian (Intermediate)