

● Design System ● Design Thinking ● Conversational AI ● AI UX Research ● Blockchain Design ● Usability Testing

Professional Summary

Accomplished Product Designer with 6+ years of experience delivering innovative digital solutions. Skilled in wireframing prototyping, visual design, user research, and information architecture, with hands-on expertise in Figma, Sketch, Adobe XD, and ETC. Proven track record in optimizing usability and interface flows for responsive web and mobile platforms, resulting in improved user engagement. Adept at collaborating with cross-functional teams in agile environments, and equipped with foundational front-end knowlagde (HTML, CSS, JavaScript) to bridge design and development. Passionate about continuous learning and staying ahead of emerging trends. Experienced in leading design teams and shaping product strategy.

Areas of Expertise

- Design & Prototyping Tools Mastery
- User Research & Usability Testing
- Ai Driven Solutions
- Problem Solving & Critical Thinking
- IA & Content Strategy
- Accessibility & Inclusive Design
- Interaction In Blockchain
- Data-Driven Design & Analytics
- Design Phase Management & Scalability
- Agile & Iterative Design Processes
- CF Collaboration & Communication
- Emerging Technology & AI Integration

Professional Experience

Upper UX Designer at [Devteam.Space](#) Dec 2023 – Present

- Lead user-centered design processes ensuring product alignment with user needs
- Conduct user research and translate insights into actionable design decisions.
- Collaborate with engineers and PMs to ideate and iterate product features.
- Create wireframes, prototypes, and high-fidelity UI for web and mobile apps.
- Develop and maintain a scalable design system.
- Conduct usability testing and refine user experience.
- Mentor junior designers and foster a collaborative culture.
- Document design specs for development teams.
- Stay current with design trends and best practices.

UI/UX Designer at [Animoca Brands](#) Nov 2022 – Jul 2023

- Conducted comprehensive research on crypto users’ behaviors and needs.
- Collaborated cross-functionally to ideate blockchain product improvements.
- Designed high-fidelity Dex UI aligned with brand guidelines.
- Iterated through usability testing and feedback cycles.
- Researched blockchain, NFTs, DeFi trends to inform UX decisions.
- Created and maintained design documentation and style guides.

Product Designer at [AllyNow](#) Jan 2020 – Nov 2022

- Implemented UX research and best practices to improve usability.
- Lead UI redesigns for Android and iOS for better adaptability.
- Create wireframes, sitemaps, personas, and interactive prototypes.

- Collaborated in UX sprints and web design lifecycle.
- Led designers in project alignment and product vision.

Product Designer at [Postoplan](#)

Aug 2018 – Jan 2020

- Created UX/UI for web and mobile products.
- Supported post-launch UX improvements and optimizations.
- Conducted research and applied design best practices.
- Collaborated via Agile and Scrum methods.
- Contributed to end-user documentation
- Delivered visually consistent designs within brand guidelines.

Education

Bachelor’s Degree in Design

[Culture University of Yerevan](#)

(2012 – 2018)

Master’s Degree in Interaction Design

[The Lisbon School of Architecture](#)

(2025– Present)

Skills

- Design & Tools:
- Figma ● Illustrator ● Photoshop ● Zeplin ● Miro ● Framer ● Midjourney ● Nanobana ● Relume
- Research & Strategy:
- Open AI ● Gemini ● Maze ● Qualitative Research ● Quantitative Research ● UCD ● HCD
- Collaboration:
- Design Systems ● Cross-Functional Communication ● Leading ● Product Management
- Principles:
- Accessibility ● Data-Driven Design ● Decentralized Design ● Product Branding ● Color Theory ● Responsive Design ● WCAG Colors ● WCAG Colors
- Principles:
- Critical Thinking ● Leadership ● Problem Solving ● Adaptability ● Attention to Details ● Empathy Builder

Languages

Armenian Native

Russian Proficient

English Proficient

Chinese Intermediate