

ANIE ARAKELYAN

PRODUCT DESIGNER • UI/UX DESIGNER

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CORE SKILLS

UX and Research

- User research
- Usability testing and analysis
- Wireframing and user flows
- Information architecture

UI and Visual Design

- High-fidelity mockups and prototypes
- Design systems and component libraries
- Responsive and accessible design
- Branding and visual storytelling

DESIGN TOOLKIT

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Autodesk 3ds Max
Zeplin
InVision

LANGUAGES

Armenian - Native (advanced)
Russian - Advanced
English - Intermediate

ABOUT ME

Product & UI/UX Designer with 13+ years in design (7+ in digital products). Skilled in Figma, Adobe XD, Photoshop, Illustrator, and After Effects, I create user-focused, functional, and visually engaging solutions. Experienced in wireframes, prototypes, and user flows, I balance user needs with business goals while bringing creativity and problem-solving to every project.

EXPERIENCE

Design Team Lead at Smartbet | June 2026 - Present

UI/UX, Product Designer at EasyDMARC | Nov 2022 - Present

- Designed dashboards, reports, guest tools and landing pages.
- Led new branding rollout and design style across products and marketing.
- Built a scalable design system, streamlining workflows and ensuring consistency.

UI/UX, Product Designer at Renderforest | Feb 2022 - Nov 2022

- Designed user flows and interfaces for creative tools used by millions worldwide.
- Improved onboarding and landing pages with responsive, accessible designs, boosting user engagement.

Product Designer, Senior Graphic Designer at SquareSigns Armenia | Nov 2018 - Feb 2022

- Led UI/UX design for an online sign-building platform.
- Designed 3D modeling and visualization features to improve product previews.
- Created brand assets, templates, animations, and design guides to support visual consistency.

Senior Graphic Designer at McCann Erickson | May 2016 - Nov 2018

- Produced digital campaigns, outdoor ads, and visual assets for international and local brands.
- Designed branding materials, 3D models, and animations.
- Ensured consistent brand messaging across print and digital channels.

Brand Designer at Natfood | Nov 2015 - May 2016

- Developed complete brand identity including logos, packaging, and marketing assets.
- Delivered printable materials designs like labels and packages

Designer at GAT Cutting | Feb 2014 - Nov 2015

- Designed outdoor advertising, signage, and promotional materials.
- Created 3D modeling and interior/exterior visualizations to support client projects.

Magazine and Brand Designer at Gortsq | Dec 2012 - Nov 2013

- Designed magazine layouts, covers, and editorial graphics.
- Built branding visuals for print and media campaigns.

EDUCATION

UI/UX and Web Design

Microsoft Innovation Center, Armenia - 2017

Master's in Interior and Exterior Design

National University of Architecture and Construction of Armenia - 2013–2015

Performative Web Design

National University of Architecture and Construction of Armenia - 2013

Bachelor's in Computer-Aided Drafting and Design

Yerevan State University of Architecture and Construction — 2009–2013