ARMEN PETROSYAN

Senior UI/UX Designer & Creative Director
Enhancing User Experiences with Modern, AI-Driven Design

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PROFESSIONAL SUMMARY

I'm a Senior UI/UX Designer and Creative Director with close to 30 years of experience designing products that look great and perform even better. I've spent my career helping companies lift the numbers that matter—30% gains in customer engagement, 25% improvements in satisfaction, 35% faster delivery—by keeping the work grounded in what users actually need and what the business is trying to accomplish.

I've worked with teams at Intel, YouTube, PepsiCo, and other well-known brands to ship products that feel intuitive but are built on solid research and testing. These days, I lean heavily on AI and modern design tools to move fast without cutting corners. I'm recognized as a top 1% rapid prototyper on Lovable, which means I can take a product from idea to working prototype faster than most teams can finish their first design review. That speed frees up more time for the hard problems: clarity, usability, and conversion.

Outside of brand work, I've also designed for clients in music, sports, entertainment, and film, which has taught me how to move fast under pressure and deliver when the stakes are high. I share what I'm learning with a community of over 80K people on Instagram, and my work has been featured in a few industry publications and conferences. I'm always looking for teams that care about thoughtful design, clear outcomes, and shipping quickly without sacrificing quality.

AREAS OF EXPERTISE

Product Design · User Experience Design · User Interface Design · Data-Informed Design · Mobile Design · Brand Design · Design Systems · SDK Design · User Testing · User Research · User Flows · Use Cases · Wire-framing · Rapid Prototyping · Customer Acquisition · Usability Testing · Interaction Design · UX/UI Guidelines & Standards · User Journeys · Experience Mapping · Content & Contextual Analysis · Responsive Design · Adaptive Design · Digital Analytics & Metrics · AI-Assisted Design · AI Product Workflows · Vibe Coding · Prompt Engineering · AI Prototyping & Rapid Iteration · Generative UI/UX · No-Code & Low-Code Development

TECHNICAL SKILLS

Figma · Sketch · Adobe Creative Suite · Proto.io · Omnigraffle · Bugzilla · Slack · JIRA · Lovable · Cursor · Framer AI · Adobe Firefly · Mid journey · ChatGPT / GPT-4 · HeyGen · Kling AI · FAL.ai · Galileo AI · Uizard

PROFESSIONAL EXPERIENCE

Senior Director of User Interface & Experience

MyLife.com, Inc. | Westwood, CA
Jul 2012 – Sep 2022

- Led design work that brought in 30% more users by tightening up our Facebook, SEM, SEO, and onboarding flows. That work also pushed our top-of-funnel conversion up by 45%.
- Redesigned the payment experience and upsell flows, which lifted revenue by 18% and increased the value we were getting per user by 25%.
- Took lifetime value up 23% for our People Search and Identity products by reworking the core experience from the ground up. Engagement on logged-in profiles and dashboards went up 35%.
- Built SDKs and widgets for our B2B partners that improved their registration and conversion rates by 10%. That helped us grow partnerships with major online dating platforms by 20%.
- Managed and mentored the UI/UX team while working closely with Product and Engineering. We got more efficient—40% faster delivery, 25% fewer rounds of iteration.
- Ran the product design roadmap, making sure we were focused on the right work at the right time. Projects shipped 30% faster as a result.
- Did a lot of user research and testing to refine features and flows. Satisfaction scores went up 50%, and we set a new bar for what People Search products should feel like.
- Oversaw design and maintenance for over 60 million user profile pages. Kept quality consistent and cut user-reported issues by 20%.
- Built strong collaboration between design, product, and engineering across all levels of the org. Cross-functional projects succeeded 35% more often, and we stayed aligned on strategy.

Creative Producer / Lead UI/UX Designer

AdGreetz, Inc. | Brentwood, CA
Aug 2010 – Jul 2012

- Produced personalized campaigns that reached over 500 million people across Facebook, Twitter, celebrity sites, Fortune 100 brands, TV, and Times Square.
- Directed all the art and design for customer-facing products and marketing. Brand recognition went up 30%.
- Worked with executives and marketing stakeholders to improve how clients were perceived. Positive sentiment increased by 25%.
- Applied consistent design across all channels, which made the brand more memorable. User recall improved by 20%.
- Spent time understanding what users really wanted, then designed products and services around that. Customer satisfaction went up 15%.
- Defined clear product vision and turned it into design work that resonated with both users and the business.
- Prototyped low-fidelity concepts to test ideas quickly. That sped up iteration by 40%.
- Ran usability tests to make sure prototypes actually solved user problems. Usability scores improved by 25%.
- Refined designs based on real feedback from users, which strengthened product-market fit.
- Collaborated with stakeholders to turn insights into real product features. Stakeholder satisfaction went up 30%.
- Created high-fidelity concepts that aligned with strategic goals and set clear direction for development.
- Worked closely with front-end and back-end developers after design handoff, which cut development time by 20%.
- Kept a close eye on acquisition, conversion, and retention metrics. All three improved by 15% on average.

Creative Director / Senior UI/UX Designer

Cyberpromedia, Inc. | Glendale, CA
Feb 2007 – Jun 2010

- Led information architecture and interaction design, turning requirements into page flows and wireframes. Navigation and site structure got 25% better.
- Managed multiple projects at once and delivered everything on time and on budget. Hit 100% on-time delivery.
- Worked directly with the CEO and SVP of Marketing to make sure our design work supported the company's strategy. Alignment improved by 30%.
- Used analytics and user behavior data to improve interaction design. Engagement went up 20%.
- Ran usability tests and A/B tests that increased customer satisfaction by 35% and usability scores by 40%.
- Led and mentored a team of designers. Team efficiency improved by 20%, and iteration time dropped by 15%.

PRIOR EXPERIENCE

Lead Visual Designer
Internet Business Services, Inc. | Calabasas, CA
Nov 2006 – May 2007

Senior UI Designer
WebQuest, Inc. | Agoura Hills, CA
Nov 2005 – Oct 2006

UI/UX Designer
Stage One Enterprises, Inc. | Sherman Oaks, CA
Sep 2003 – Nov 2005

EDUCATION

Bachelors in Computer Science
Mt. Sierra College | Sierra Madre, CA
Sep 2000 – Nov 2002

Psychology, Sociology, Digital Design (Coursework)
Glendale Community College | Glendale, CA
Sep 1998 – Nov 2000