

Armen Petrosyan

Senior UX Designer

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Prior Experience

Lead Visual Designer

Internet Business Services, Inc.

Nov 2006 to May 2007

Sr. UI Designer

WebQuest, Inc.

Nov 2005 to Oct 2006

UI/IA Designer

Stage One Enterprises, Inc.

Sep 2003 to Nov 2005

Education

Mt. Sierra College

Bachelors for Computer Science

2000 to 2002

Glendale Community College

Psychology, Sociology, Digital Design

1998 to 2000

Skills

- Product Design
- User Experience Design
- User Interface Design
- Data Informed Design
- Mobile Design
- Brand Design
- Design Systems
- SDK Development
- UX Research
- User Testing
- User Research
- Userflows
- Use Cases
- Wire-framing
- Prototyping
- Customer Acquisition
- Customer Journey

Toolbox

- Figma
- Adobe Creative Suite
- Proto.io
- Omnigraffle
- Bugzilla
- Slack

Recommendations

J.F Boisvert

Director Product Design & User Experience at SearchStax

“Armen has ingenious product ideas and the ability to render them with great detail. Armen is very innovative and always looking for new solutions for his team.”

K.C. Brotherton

VP of Product Management – Mylife.com, Inc.

“Armen has the uncanny ability to think holistically about the user experience and pull different actions into a seamless user experience. I would recommend Armen, he is an asset to any company.”

Ariel Jalali

CTO - AdGreetz, Inc.

“Armen is one of the most professional members I have had on a team. He has a top notch work ethic and can multi-task well to help us exceed expectations. He has evolved from a designer to an interactive producer, taking on increasing responsibilities on key projects for large brands”

Summary

Senior Product & Experience Designer with a passion for creating captivating and seamless user experiences.

With over 25 years of experience in the field, I have honed my skills and expertise in designing visually stunning experiences that elevate brand identity and engage the audience.

My diverse background spans across multiple industries, including technology, media, and consumer brands. Throughout my career, I have had the privilege of working with some of the most renowned companies such as Intel, YouTube, PepsiCo, and Bank of America. This has allowed me to gain a deep understanding of market trends and consumer behavior, enabling me to create designs that truly resonate with target audiences.

What sets me apart as a designer is my unique ability to blend creativity and strategic thinking. I am not just a designer, but a problem-solver who can deliver cutting-edge designs that not only meet business goals but also exceed customer expectations. My expertise lies in creating visually stunning designs while maintaining brand consistency and meeting business objectives.

I am a firm believer in the power of collaboration and have a proven track record of working closely with cross-functional teams to bring projects to life. Through my collaborations, I have honed my skills in creating impactful and memorable experiences that leave a lasting impression on consumers.

In addition to my experience with top brands, I have also had the opportunity to work with numerous celebrities from the worlds of music, sports, comedy, TV, and film. This has further solidified my reputation as a go-to designer for high-profile projects. I am constantly staying on top of industry trends and advancements, and I am excited to bring my expertise and passion to any project.

As a thought leader and influencer in the industry, I have built a following of over 88K Instagram users who turn to me for insights and inspiration in the world of UI/UX, iXD, and PD. My expertise and experience have also been recognized and featured in various industry publications and conferences, solidifying my reputation as a leader in the field.

I am a firm believer in continuous learning and am always seeking new challenges to expand my skills. I am also passionate about giving back to the design community and have volunteered my time to mentor aspiring designers through various programs.

Let's connect and discuss how we can work together to bring your vision to life on a whole new level. Together, we can create something amazing that will leave a lasting impact.

Experience

Sr. Director of User Interface & Experience

MyLife.com, Inc. | Jul 2012 to Sep 2022

- Provide leadership, hire and train UI/UX team.
- Led design team ideate and create new core product features thereby increasing overall user satisfaction.
- Oversee and manage product design road map to maximize resource allocations and privatizations.
- Ensure the UI/UX team delivers high quality work by following in best practices in user-centered design, and follows our XD principles and design standards.
- Seasoned senior product designer that specialize end-to-end customer journeys that brings results to all channels of the business.
 - ➔ **Acquisition:** (▲ 30%) Facebook, SEM, SEO, Public Profile and On-boarding. *Increased top of the funnel traffic conversion into onboarding/registration.*
 - ➔ **Conversion:** (▲ 18%) Revenue optimization (payment, cross sell, up sells) *Driving increased (VPR) Value per Registrar by Optimizing Payment, Upsell/Cross-sell Experiences*
 - ➔ **Retention:** (▲ 23%) Core product experience (Logged In Profile, Dashboard, People Search, Identity, Who's Searching for You, Public Record Remover) *Increasing (LTV) Life Time Value for both People Search and Identity products*
 - ➔ **Distribution:** (▲ 10%) End-to- End SDK/widget for B2B partners *Improved registration & conversion from some of the largest online dating platforms.*
- Foster a culture of smooth, collaborative partnerships between Design, Product, and Engineering at all levels.
- Manage projects, including prioritizing and critiquing of work, providing strategic recommendations, and ensuring successful concept deliverables.
- Create the best-in class user experience with in People Search space, through user research, refining of business features, user flows, wireframes to creation of high-fidelity designs.
- Responsible for the public and private user profile pages, which caters to over 60 million, registered Mylife™ users.

Creative Producer - Lead UI/UX Designer

AdGreetz, Inc. | Aug 2010 to Jul 2012

- Lead and Produced ground breaking campaigns which have been seen by over 500 Million users across Media and Social platforms which includes: Facebook, Twitter, Celebrity & Fortune 100 Brand Websites, On Air Campaigns, New York Time Square and many other media outlets.
- Award-winning strategic marketing and advertising across multiple platforms from digital/mobile/social to entertainment powerhouses and Fortune 100 brands.
- Lead the art direction and design of all the customer-facing products and marketing campaigns.
- Use cohesive design throughout all mediums to build brand recognition.

Creative Director | Sr. UI/UX Designer

Cyberpromedia, Inc. | Aug 2010 to Jul 2012

- Worked effectively in a team setting including synthesizing abstract ideas into concrete design implications.
- Illustrated design ideas using storyboards, wire-frames, and process flows.
- Translated concepts into user flows, wire frames and prototypes that lead into intuitive user experiences.
- Creating and executing top-notch designs, layouts and UI concepts for the most respected consumer brands.
- Increased customer satisfaction with the site by conducting usability tests and A/B testing.
- Was responsible for all aspects of the user experience, from research to design to implementation.