



As a Product Designer, I bridge the gap between user needs and business goals. My mission is to create solutions that maximize user satisfaction while achieving key business objectives. I leverage UX frameworks to design products that are both valuable and intuitive, ensuring a seamless and enjoyable experience for users.

Experience



Ghost Games
Design Team Lead

2026- Present

- **Management** of a group of product & graphic Designers
- **AI Workflows** to maximize design team value, speed, & quality
- **Business & Development** communication & delivery



Digitain
Lead Product Designer

2022 - 2026

- **Creation** of Sportsbook for iOS, Android & Web
- **UX Architecture** of Sportsbook Web Backoffice
- **Design Systems** using variables and tokens



Popup School
Product Designer

2021 - 2022

- **Discovery Sprints** to understand key points
- **Implementing Gamification** to ensure user engagement
- **Close Collaboration** with Product and Technical Teams



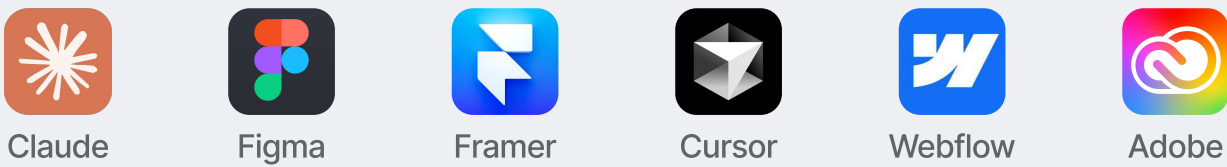
Woods Center
Product Designer

2023

- **Strategy:** Defining product vision with business goals
- **Competitor Analysis** of other indirect competitors
- **Wireframe & UI** of the entire Woods Center Website

Skills

Tools



Education

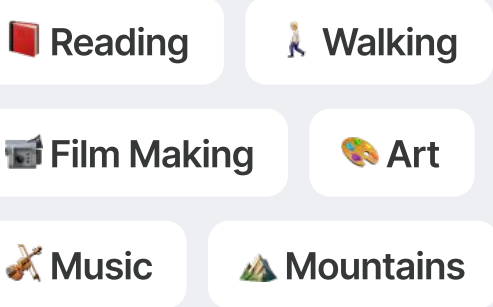


Bachelor's in Arts
University Degree

2017 - 2021

Languages

	Armenian	Native
	English	Advanced
	Russian	Beginner
	Arabic	Native



Google Certification
UX Design Specialization

2021