

Designer with 10+ years of experience designing complex B2B SaaS products and scalable design systems. Specialising in data-heavy interfaces, workflow tools, and information-dense environments where clarity and structure are critical. Working closely with product and engineering from problem framing to final delivery, making sure what ships actually works

EXPERIENCE

Productsup / Jun 2019 - Present Berlin Germany

A SaaS scaleup specialising in product feed management

Senior Product Designer / Jun 2025 - Present

- Redesigned the platform’s core workflow from a rigid end-to-end process to a modular experience, with prototype testing demonstrating faster task completion and greater workflow flexibility.
- Co-authored the company's Design Principles, shaping the creative and strategic direction that now guides product decisions across 4 teams
- Led client research sessions with PMs, bringing engineers into direct user conversations to align teams around customer pain points and inform product decisions.

Product Designer / Jul 2021 - Jun 2025

- Led the creation of user personas through collaborative stakeholder workshops, creating a shared understanding of user needs to guide product and design decisions
- Advanced the UX maturity across the organisation, shifting the culture toward user-centred decision-making

Senior UI designer / Aug 2019 - Jul 2021

- Established and evolved a design system using tokens and variants
- Significantly improved design-to-development handoff processes, reducing inconsistencies and accelerating delivery cycles

Dunnhumby / Oct 2017 - Jun 2019 Berlin Germany

A Tesco-owned global leader in retail customer data science

UI Designer

- Audited and restructured an outdated app UI to modernise the interface and meet accessibility standards
- Defined visual guidelines and design standards for a complex SaaS product across web and mobile, improving consistency across multiple product surfaces

Celonis / Feb 2016 - Oct 2017 Munich Germany

A fast-growing SaaS startup and emerging leader in process mining

UI Designer/Developer

- Designed and implemented UI for a complex process mining application, collaborating cross-functionally with engineers and PMs from concept through delivery

OGMA / Sep 2014 - Feb 2016 Yerevan Armenia

Custom Software Development Services

UI Developer

- Designed and implemented interfaces across diverse client products and industries, quickly adapting to different requirements, workflows and technical constraints.

EXPERTISE

User Research & Testing · Design Systems · Product Strategy · Information Architecture · Stakeholder workshops · AI-driven Design · Interaction Design · Responsive and adaptive design · Accessibility / WCAG

EDUCATION

Master's in Industrial Engineering & Systems Management

American University of Armenia

/ 2010 - 2012

Bachelor's in Radio Engineering and Communications

State Engineering University of Armenia

/ 2006 - 2010

CERTIFICATES

NN/g UX Certificate ↗

Nielsen Norman Group