

Artashes Isakhanyan

Product Designer

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With over a decade of extensive experience in UX/UI design, I currently lead design strategy and execution as Head of UX/UI at AJAT Group. Specialized in creating sophisticated multi-brand design systems in Figma, I facilitate seamless and efficient design workflows across multiple digital platforms.

My recent focus has been deeply involved in integrating advanced AI into user experience design, significantly enhancing usability and user engagement. In recent years, I led a prominent Scandinavian company through a complete digital transformation by designing complex product personalization e-commerce software, resulting in a 45% conversion rate increase and 40% average order value growth.

WORK EXPERIENCE

Head of UX/UI

AJAT Group • Remote • 01/2020 - Present

- Leading UX/UI strategy and execution across diverse digital products and brands.
- Expert in creating and managing multi-brand design systems using Figma, streamlining workflow, ensuring consistency, and accelerating design processes.
- Innovating user experiences by integrating advanced AI technologies, developing cutting-edge UX solutions that improve user interaction and business performance.
- Conducting extensive user research, usability testing, and iterative design improvements driven by data and user feedback.
- Collaborating cross-functionally with stakeholders from product, engineering, and marketing teams to ensure cohesive and effective product outcomes.

Product Designer

Toptal • Remote • 02/2019 - Present

- Engaged in diverse, remote UX/UI projects via Toptal, an exclusive global network representing the top 3% of freelance software developers, designers, marketing experts, and project managers worldwide.

- Completed more than 5000 hours of freelance work, successfully executing UX/UI projects for SaaS products, prominent American eCommerce platforms, and clients from the education and health industries across the USA and Scandinavia.
- Achieved client satisfaction, prompting one major client to invest over \$50,000 to buy out my Toptal contract for continued direct collaboration over several years.

Senior UX Designer & Frontend Developer

Neticon • Milan Area, Italy • 06/2014 - 02/2019

- Designed and delivered intuitive UX/UI solutions for global brands including Ray-Ban, Sunglasshut, and Persol.
- Designed an internal SaaS email marketing platform for Ray-Ban.
- Created a completely new e-commerce website for Roberto Cavalli and led its design integration into the Farfetch platform.

UX/UI Designer / Frontend Developer

Loveprint • London • 02/2014 - 05/2014

- Developed digital brand identities and frontend designs tailored to strategic stakeholder requirements.

Founder & Lead Designer

Artagraphix Design Studio • 05/2006 - 03/2014

- Founded and managed a digital agency specialized in end-to-end communication and e-commerce projects using WordPress CMS.
- Directed a team of developers and designers to successfully complete diverse client projects.

EDUCATION

Bachelor of Science in Graphic Design

Istituto Europeo di Design,
Milan, Italy

Bachelor of Science (B.S.) in Information Technology

Tallinna Tehnikaülikool, Estonia

CERTIFICATIONS

- Making User Experience Happen as a Team (2018)
 - UX Foundations: Style Guides and Design Systems (2021)
 - Advanced Animations and Interactions with Framer (2020)
 - UX Design: Analyzing User Data (2022)
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TECHNICAL SKILLS

- **Design Tools:**
Figma (Expert - Multi-brand Design Systems), Adobe Creative Suite
 - **UX/UI:**
UX Research, Wireframing, Prototyping, User Testing, Interaction Design
 - **AI in UX:**
UX Design for AI Products, OpenAI, Claude
 - **Development:**
HTML/CSS, JavaScript, Bootstrap, WordPress
 - **Analytics & Testing:**
Hotjar, Google Analytics
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PERSONAL & PROFESSIONAL SKILLS

- Leadership, Strategic Thinking, Effective Communication, Team Collaboration, Critical Thinking, Problem-solving, Attention to Detail, Humble, **Emotional Intelligence**, Creativity, Adaptability, Time Management
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INTERESTS Reading, Football, Music