

# Artem Antonyan

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## UX/UI DESIGNER

### PROFILE

As an experienced UX / UI designer, I help companies create visually compelling, user-friendly websites and apps that increase competitiveness and customer base.

My career began in 2011. All this time, I have been creating design solutions for the company's products, introducing the best practices from UX / UI design into each project. During my professional growth, I actively improved my skills. In particular, I completed continuing education courses at the British Higher School of Art and Design and the Higher School of Economics. My experience includes both autonomous work as a single design unit and on the staff of large companies. In addition, I have extensive experience interacting with IT teams, so I understand well how design is implemented on the development side. For me, good design is the ease with which the user interacts with the service, despite its complexity.

### CORE PROFICIENCIES

Prototyping | UX-Research | In-depth interview | Unmoderated usability testing | Responsive design  
Leading projects | Design thinking Typography | Animation | HTML, CSS | Pixel Perfect | Presentation  
Analytics | iOS & Android guidelines | UX documentation | Agile Workflow

### SOFTWARE

Figma | Maze | UseBerry | Adobe Photoshop | Adobe Illustrator | Adobe After Effects | Sketch

### PROFESSIONAL EXPERIENCE

#### SENIOR EXPERIENCE DESIGNER

2021 - PRESENT

*EPAM Systems, Moscow*

- Investigated and implemented new UX technologies.
- Created CJM based on in-depth interviews and usability testing.
- Created and maintained a design system.
- Led the design review.
- Conducted qualitative research on highly interactive prototypes.

Results:

- Accelerated product processes by 40%
- Systematized the design library for ease of use by both designers and front-end developers.

## LEAD UX/UI DESIGNER

2015 - 2021

*Oasis Catalog, Moscow*

- Managed a design team in an agile process.
- Created CJM based on in-depth interviews and usability testing.
- Supported user interfaces for the company website.
- Created and implemented a unified library of components.
- Discovered the "wormholes" of the web service based on metrics.
- Implemented new solutions on the site and applied cohort analysis to determine the success of the project.

### Results:

- Presented the importance of UX research to the management of the company.
- Created and developed a UX department of 4 employees in the company.
- Fully transferred web development to Figma in 2017.
- Developed a unified library of components.
- Redesigned the entire portal, drawing about 700 layouts.

## SENIOR UX/UI DESIGNER

2013 - 2015

*ROLF, Moscow*

- Created landing pages.
- Adapted the design for smartphones and tablets.
- Developed a design project for the client area of the site.
- Recreated analytics-based user paths.
- Collaborated with Front-end developers to integrate user interface features in line with design guidelines.

### Results:

- Created over 500 animated and static banners, as well as landing pages.
- Partially redesigned the client side of the Rolf website.

## GRAPHIC DESIGNER

2012 - 2013

*Russian Space Company «Roscosmos», Moscow*

- Created graphic elements for advertising banners, magazines, and roll-ups.
- Developed interior design for Space Service Centers.
- Designed marketing materials, including printed materials, brochures, banners, and signs.
- Developed flowcharts in Microsoft Visio.
- Drew icons for an interactive map.

### Results:

- Created interior design for 37 Space Service Centers for leading Russian universities.
- Prepared over 100 presentations.
- Partially closed the need for icons for the interactive map RECOD.

**WEB DESIGNER**

**2011 - 2012**

*Vodovoz, Moscow*

- Created a car branding design for the company's marketing department.
- Developed banner Flash animations based on ActionScript 2.0

**Results:**

- Created branding layouts for 6 car models.
- The 14-page printing work was printed with a circulation of 500 thousand copies.

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EDUCATION

**CERTIFIED USER EXPERIENCE SPECIALIST (CUSX)**

**RESEARCH METHODOLOGY AND QUANTITATIVE METHODS**

**2020-2021**

*State University — Higher School of Economics. Moscow*

**CERTIFIED PRODUCT DESIGNER: DESIGN AND VISUAL COMMUNICATIONS**

**2017-2018**

*British Higher School of Art and Design. Moscow*

**MASTER OF SCIENCE: INFORMATION SYSTEMS AND TECHNOLOGY**

**2007-2012**

*Russian State University of Tourism and Service. Moscow*