

Anahit Ginosian | Senior UX/UI Designer

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Experienced in **UX/UI**, **prototyping**, **design systems**, and **usability testing**, delivering **intuitive** and **scalable** digital products. Skilled in **iGaming**, **SaaS**, **fintech**, **telecommunications** platforms, collaborating with **developers** and **cross-functional teams** to create high-quality, engaging user experiences.

PROFESSIONAL EXPERIENCE

UX/UI Designer | Scale Final

Oct 2025 – Present

- Designed the **UX/UI design process** for **telecommunications web platforms** (Calleague), from **product discovery** and **user research** to high-fidelity design delivery.
- Translating **strategic product requirements** into **intuitive, engaging**, and **conversion-focused user experiences**.
- Collaborating closely with the **Head of Product**, **Product Owners**, and **Engineering teams** to transform **business needs** into **user-centered interface solutions**.
- Contributing to the development and maintenance of a **scalable design system**, ensuring **visual consistency**, **efficiency**, and strong **cross-team alignment**.

UX/UI Designer | SiGMA Group

Sep 2024 – Oct 2025

- Designed **user-centered web and mobile experiences** for the **SiGMA Shop e-commerce platform** and **East Europe Mobile App**, with a strong focus on **usability, accessibility, and conversion optimization**.
- Led the **full design process**, including **user research, user flows, wireframes, high-fidelity UI, and interactive prototypes**, ensuring **visual consistency** and **aesthetic quality** across platforms.
- Built and maintained a **scalable Design System** to support **cross-functional collaboration** and **efficient design-to-development delivery**.
- Collaborated with **global teams**, leveraging knowledge of **international UX trends** and **player/user behaviors** to enhance **product appeal** across diverse markets.

Senior Product Designer / UX/UI & Graphic | Praemium RA LLC

Oct 2019 – Jul 2024

- Led the end-to-end product design for a **Business Management Platform** targeting Data Analysts, driving improvements in **user experience and workflow efficiency**.
- Managed the UX/UI design of **VMA Report Publisher** and **Admin tools**, enhancing usability while considering **technical constraints and deadlines**.
- Collaborated with the Engage Team to successfully develop a **plugin UX/UI** for Wealthcraft.
- Played a key role in **team leadership and cross-departmental collaboration**, facilitating smooth project delivery aligned with business goals.
- Delivered design solutions with a strong **attention to visual detail**, while adapting to evolving **market trends and user needs**.

Senior Graphic & UX/UI Designer | Pernod Ricard Armenia CJSC

Mar 2010 – Oct 2019

- Directed design projects supporting a global wine and spirits group, ensuring all creative outputs met **high aesthetic standards and brand guidelines**.
- Collaborated with marketing and sales teams to maintain **quality control** and **consistency across diverse media channels** including web, print, advertising, and PR.
- Provided **artistic leadership** to junior designers, fostering an environment of **innovation and growth** within the creative team.
- Managed multiple concurrent projects with strict adherence to deadlines and quality benchmarks.
- Developed a keen understanding of international market aesthetics and consumer behavior in luxury goods.

Senior Graphic & Web Designer | Twiga RA Communication Group

Nov 2008 – Feb 2010

- Delivered creative solutions across software, web, media, advertising, and PR, consistently meeting client expectations for **visual impact and brand alignment**.
- Engaged in process improvements by **reviewing materials for validity and appropriateness**, ensuring the highest standards of quality control.
- Supported team collaboration and workflow **optimization** through proactive communication and task management.

Previous Roles (2006 – 2008):

- Graphic Designer** | Sharm Holding LLC
- Web & Graphic Designer** | Flesh.am CG
- Web & Graphic Designer** | iGaming/Red Planet Gaming Company
- Graphic Designer** | World Medicine Company

EDUCATION

Master's Degree in Computer Art Design – State Academy of Fine Arts of Armenia, May 2006

Diploma in Art Design – Art School named after Ghazaros Saryan, Jun 2001

LANGUAGES

English - B2, Russian - B2, Armenian - Native

CERTIFICATES

Design Thinking - HR Drone

Crisis Management - Massive Open Online Course (MOOC)

SKILLS

User Research & Usability Testing / A/B
Wireframing & Prototyping
Information Architecture
Visual Design & UI Systems
Accessibility (WCAG)
Visual Design & Branding
Print Design & Production
Cross-functional Collaboration & Communication
Agile & Scrum Methodologies
Design Leadership & Mentorship

TOOLS

Figma
Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD)
Sketch
ProtoPie / Miro / FigJam
Jira
YouTrack
Azure DevOps
Microsoft Teams
CRM Platforms
HTML / CSS (basic)