

# Vagan Manukian

## User experience + communication designer

5+ years of product and visual design experience with focus on empathy and front-end

### Employment History

#### Senior communication designer at Yandex Fintech unit

2022–Currently

Crafting scalable promo pages for launching and testing new products for 100 000+ people. Creating visual identity of fintech products. Delivering new marketing content with external collaborators. Art-directing and producing physical products for internal team usage

#### Interface and communication consultant at SmallTalk

2020–2021

Developed clean branding and modular interface for spoken English educational platform based on AI

Together with English teachers we dived into language learning processes and developed different exercise modes to make the product as unique and useful as possible

For the exercises' key visuals we used AI-generated faces which allowed us to give each lesson unique appearance and make them feel like a real conversation when you look at persons eyes

#### Junior to Senior designer at WRS Design Studio

2017–2019

Conceptualizing, prototyping and testing design for Web desktop/mobile and iOS apps

Showcasing design concepts to client and maintaining efficient communication throughout the project

Art-directing 3D artists and illustrators for additional design needs

Working hand-to-hand with engineers providing guidance on all stages of development in order to keep pixel perfect design delivery

#### Product designer and digital art-director at Madfrenzy

2017–Present

Madfrenzy is a London based fashion brand with unusual approach to a daily wear and I had a pleasure to work together since 2017

As a part of a team I participated in market analysis, user research and usability testings, content creation, UX copywriting and special marketing web-projects

Main features:  
Bread crumbs stylized navigation, photo oriented product page with split screen for both men and women

Automated size recommendation system with interactive WebGL gender-neutral model that changes its proportions when adjusting your size (to increase engagement)

Sliders on items in collections for a quick product view and a lot of tiny references complementing brands «From Office Chair To Mountain Air» concept

### Education

## National University of Science and Technology

### Applied Informatics

Master Degree

#### SKILLS

Communication Design  
Product Design  
UX/UI Design  
Design Systems  
Prototyping  
Wireframing  
Figma  
Sketch  
Adobe Creative Suite  
User-centered design

Interaction Design  
Adobe Illustrator  
CJM  
Principle  
Zeplin  
Creative Coding  
JavaScript  
WebGL  
HTML5  
CSS3