Ara Giulambarian

PRODUCT DESIGNER

CONTACT

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🔗 Portfolio

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ABOUT ME

Product Designer with 5+ years' experience across enterprise and eCommerce, leading end-to-end design for NRMA's Home Insurance Quote & Buy experience at Insurance Australia Group. Operating across research, UX, and UI, I combine customer insight, behavioural science, analytics, and AI-assisted workflows to deliver faster, higher-converting digital experiences.

EDUCATION

2017-2019
Macquarie University, Sydney
B. of Global Business

2020-2021
Trilogy Education
UX UI Bootcamp

SKILLS

- Product Design (end-to-end)
- UX/UI & Interaction Design
- User Research & Usability Testing
- Prototyping (Figma)
- Journey Mapping & Information Architecture
- Design Systems & Accessibility
- Prototyping (Figma)
- Cross-Functional Collaboration
- Analytics & Optimisation
- AI-Assisted Design
- Discovery & Ideation Facilitation

EXPERIENCE

Insurance Australia Group (NRMA)
Product Designer | 2022-Present

Leading end-to-end product design for NRMA's Home Insurance Quote & Buy experience, operating across research, UX, and UI to deliver measurable outcomes through customer insights, analytics, and AI-enabled workflows.

- Driving the redesign of Home Insurance Quote & Buy journeys contributing to a ~50% reduction in time-to-quote
- Leading qualitative and quantitative research, with insights shared portfolio-wide to inform broader product strategy
- Partnering closely with stakeholders to translate business requirements into customer-centred solutions
- Leveraging AI tools to accelerate discovery, synthesise insights, support ideation, and rapidly prototype concepts before refinement

Best & Less
UX/UI Designer | 2021-2022

- Established UX strategy and UI design guidelines
- Designed and delivered end-to-end UX/UI improving customer journeys & balancing usability and business goals