Diana Zatikyan

CONTACT

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(310) 890-3241

SKILLS

Research
Persona
User Interviews
Storyboards
Usability Tests
A/B Tests
Data Analysis

Design
Illustration
User Flows
Wireframes
Prototypes
UI Graphics
Style Guides

Tools
Adobe Suite
Sketch
Figma
InVision
GitHub
HTML/CSS

Languages
English (Fluent)
Armenian (Fluent)
Russian (Fluent)
Spanish (Basic)

EXPERIENCE

Cal Student Philanthropy, UX/UI Designer
Jul - Aug 2021 • Berkeley, CA (Remote)

Overhauled the visual design of existing website and worked with stakeholders to conduct a more efficient user flow and a rebranded style guide. Took charge of wireframing, user testing and iterating the final high-fidelity desktop prototype.

The Celect, Graphic and Web Designer
Jul 2017 - Dec 2020 • Yerevan, Armenia (Remote)

Led the design of all graphic, layout, and web communication materials. In charge of prototyping, usability testing and developing a catalogue website for browsing, elevating in-store foot traffic by 13%.

The Refinery Creative, Junior Graphic Designer
Aug - Nov 2019 • Los Angeles, CA

Conceptualized and created a wide range of visuals for clients (Apple TV+, Netflix, and HBO). Designed key art, built title treatments, and formulated client decks.

Gnomon Jewelry, Graphic Design Intern
Jun - Aug 2017 • Yerevan, Armenia

Provided hands-on support in building 3D models of pieces, composing and editing photos, and transforming sketches into graphics.

Angel City Sports, Graphic Design Intern
Jan 2015 - Feb 2016 • Los Angeles, CA

Produced and advertised engaging material for increasing brand awareness. Assisted the planning and organization of multiple fundraising events.

EDUCATION

University of California, Berkeley
Oct 2021 • Berkeley, CA

UX/UI Design Certification

University of Southern California, BA in Art
Dec 2018 • Los Angeles, CA

Emphasis in Design, GPA 3.85 / 4.0