Diana Zatikyan

CONTACT

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(310) 890-3241

SKILLS

Graphic Design
Branding
Typography
Composition
Illustration
Retouching

Product Design
User Research
Wireframes
Prototyping
Usability Tests
Style Guides

Tools
Adobe Suite
Sketch
Figma
InVision
HTML/CSS

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

EXPERIENCE

The Celect, Creative Director
Jul 2017 - Present • Yerevan, Armenia (Remote)

Led development of branding, packaging, and display materials and spearheaded multi-channel marketing campaigns contributing to an annual growth rate of 1,567% in social media following and an 800% increase in foot traffic to the store.

Jwala, Freelance Creative Director
Aug 2022 - Present • Los Angeles, CA (Remote)

Developed brand identity and digital design materials for multiple channels while creating user flows, wireframes, and prototypes to provide seamless and intuitive user experiences.

ModFox Consulting, Contract UX/UI Designer Lead
Mar 2022 - June 2022 • Los Altos, CA (Remote)

Conducted UX research and user testing to inform the redesign of the client's website. Created a more streamlined and user-friendly site that saves shoppers an average of 3 clicks when searching for a product.

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

Led a team of 5 designers in revamping the client's website by developing and incorporating material design, resulting in a better user experience. Collaborated with stakeholders to optimize user flow and rebranded UI.

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 and implemented an innovative font server sorting system to create key art title treatments, resulting in a 46% increase in staff productivity.

EDUCATION

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

Emphasis in Graphic Design, GPA 3.85 / 4.0