

Arman D.

Lead / Senior product designer

Contact

Portfolio	<a href="#">armanio.works</a> ↗
LinkedIn	<a href="#">arman-dikmedzhyan</a> ↗
Email	<a href="mailto:armandkyz@gmail.com">armandkyz@gmail.com</a> ↗
Telegram	<a href="#">@Armaniode</a> ↗
Instagram	<a href="#">armanio.de</a> ↗
Phone	+7 995 487 18 96

About

Hello, I'm Arman, a lead / senior product designer with 5 years of experience in mobile and web products for both B2C and B2B services. Currently I am designing for the construction company Samolet Group. Previously I worked for the telecom company Tele2 and Digital Studio.

I've worked with companies of all sizes, from startups to mid-market and enterprise. My experience spans the entire project lifecycle, from initial strategy and research to visual design and rigorous testing.

I thrive on complex, ambiguous projects and enjoy contributing beyond design

Work Experience

2022 — Now	<div>Lead / Senior Product designer at Samolet ↗</div> <ul style="list-style-type: none"><li>• Led the design and development of the MVP version of a groundbreaking proptech platform</li><li>• Successfully launched the platform, achieving a 75% reduction in user time and a potential \$50 million in quarterly revenue</li><li>• Conducted in-depth user interviews and usability testing, aligning goals with CJE Analytics</li></ul>
2020 — 2022	<div>Senior Product designer at Tele2 ↗</div> <ul style="list-style-type: none"><li>• Led the design and analysis for a critical and pivotal product redesign</li><li>• Led a team of analysts to evaluate competitors and conduct in-depth user persona analysis, presenting findings to top management</li><li>• Launched a comprehensive redesign to address outdated design and usability issues</li></ul>
2019 — 2020	<div>Product designer at Background Digital ↗</div> <ul style="list-style-type: none"><li>• Led design initiatives for 2 e-commerce platforms, providing strategic leadership and oversight to a cross-functional team</li><li>• Executed thorough user research, collaborated with stakeholders, and crafted visually appealing, intuitive interfaces, boosting user satisfaction and engagement</li><li>• Drove measurable growth in conversion rates and revenue, showcasing a skillful balance of aesthetics and business objectives.</li></ul>

Skills

Product Thinking, Product Vision, Product Innovation, Qualitative & Quantitative Research, Market Research, Product Development, Software as a Service (SaaS), Experimentation, Testing, Google Analytics, Product Design, Visual Design, Interaction Design, User Experience (UX), User Interface Design (UI), User Research, Design Systems, Design Thinking, Conceptual Design, Accessibility, Mobile & Web Design, Figma, Sketch, Wireframing, Prototyping, CSS, HTML, Coaching & Mentoring, Stakeholder Management, Leadership, Communication