

MERI HARUTYUNYAN

A visual storyteller, design junkie with background in maths and MBA degree.

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QUALIFICATIONS

Design Skills: art direction, graphic design, print design, typography, app design, packaging design. Quick learner with sharp eye for new compositions and aesthetics.

Tech and UX Skills: Adobe Creative Suite, HTML5, CSS3, some jQuery, Bootstrap, adaptive/responsive design, prototypes, research, user-flows, personas, information architecture

Branding: ability to work inside and outside brand guidelines, pushing brand envelope (experience with Starbucks Rewards program and Drugstore.com)

Organizational Skills: Experienced working in collaborative and cross-functional teams for implementation of designs, presentations as well as “selling” design work. Experience of running full design process alone. Self-starter, excellent prioritization, problem solving and meeting tight deadlines.

Language Skills: Fluent in English, Russian, Armenian and some German.

EXPERIENCE

eCommerce Designer, Drugstore.com, Bellevue, March 2016 – present.

- Designing cross-channel campaign and presenting it to clients to drive several million dollars of weekly sales.
- Developing a new creative process with the creative leadership and marketing executives as a result of company merger
- Creating artefacts and design patterns for the creative team

Sr. Visual Designer, POP Creative Agency, Seattle, Jan 2015 – March 2016.

- Worked on projects for Starbucks Digital Marketing & Global Loyalty.
- Created designs for My Starbucks Rewards (MSR) mobile and website promotions, shared with nine+ million members.
- Concepted and designed the first Happy Mondays campaign, which became the signature look for the successful annual campaign
- Collaborated daily with Copywriters, Art Directors, Creative Directors, Project Managers and Developers.
- Actively participated in brainstorming sessions with Starbucks creative team.
- Was awarded several “POP Stars” for excellent work. Received “great job” comments from Starbucks executives who really liked how we found the opportunity to push the MSR brand envelope.

Art Director, 23visuel.com, 2006 – present.

- Works published in “Web Design Index by Content.04” annual collection of the best design works in the world, 2009, The Netherlands. Was selected as the only designer from Armenia to write an article “Design in Armenia” for the “Articulado” book, 2009, Sanserif Creatius, Spain.
- Recent clients include the UW Foster Business School, Unico Properties, Tutio.com, etc.
- Participated and won several international design tenders, competing with 40+ designers worldwide (including well-regarded “platinum” designers).
- Designed and coded 100+ websites for clients in USA, Europe, Asia, Australia and CIS countries.
- Created blueprints and designed full-scale eCommerce solutions. Took the role of the lead designer to redesign one of the largest European online dating website with 30 million paying customers, which led to 5% increase in sales in the following year.
- Worked with clients from many industries, including Pharmaceutical, Retail, Construction, eCommerce, Executive Education, Real Estate, High-End Fashion, Legal, Luxury Car Rental and Recording to deliver web, mobile, print and presentation projects.
- Worked on special projects in collaboration with Flugger Design (New York), Bright8Media (Armenia), ClanMedia (Australia), Be2 (Germany), Ixibit (Saudi Arabia), Elite Web (Los Angeles), WebMedia (Italy) and eDesirs (France).
- Advised clients on branding strategies.
- Mentored designers and front end developers just starting in the field.
- Cooperated with international photographers, animators, composers and recording studios.
- Was a lead designer and front-end developer for several startups.

CONTINUOUS EDUCATION

UX Design course. General Assembly, Seattle. 2016 (Instructor: Patrick Neeman, UX director at Apptio)

Human Computer Interaction course. Coursera.org, 2013

EDUCATION

MBA in General Management, American University of Armenia, Yerevan, Armenia - 2012
(AUA is affiliate of the U of California, accredited by the WASC in the US)

BS in Information Technologies, specializing in Multimedia Design. European Regional Academy in Caucasus, Yerevan, Armenia - 2008

“PhysMath” School after Academician Shahinyan (boarding school with emphasis on physics and maths), Yerevan, Armenia - 2004