

# 1. HOMEPAGE - HEADER

The header includes a menu icon, a search bar, and links for About, Explore, Contribute, Pitch Us, Sign In, and a prominent blue 'Subscribe' button.

A red box with an arrow points from the top right towards the 'Subscribe' button, containing the text: "New homepage header; to turn into existing small header when scroll down".

The main content area displays five article cards:

- Young Money Episode. 1 - Levon Construction** by André Vartan-Boghossian (International, Local, Opinion)
- Australia vs Armenia: What it's Really Like to Live Abroad** by André Vartan-Boghossian (Armenia, Local Legends)
- The Difference Between a Po...** by André Vartan-Boghossian (Opinion)
- Why Is It Important to Reme...** by André Vartan-Boghossian (Local)
- 2024 Diaspora Youth Ambassador Program: Applications Now O...** by André Vartan-Boghossian (Armenia)

A large graphic at the bottom features a stylized 'Y' logo with red and purple diagonal stripes.

Red arrows point from the right side of the page towards the article cards, with the following annotations:

- "Is it possible to remove grey borders?" pointing to the card for "Why Is It Important to Reme..."
- "have one Feature article and rest around it (like atlantic)" pointing to the card for "Australia vs Armenia: What it's Really Like to Live Abroad"

The sidebar on the right shows a snippet of The Atlantic's homepage with various news articles and a large 'A' logo.

# 1. HOMEPAGE - HEADER + POPULAR

The screenshot shows the Kaitzak homepage with several UI elements highlighted by red arrows and boxes:

- Header Area:** The top navigation bar includes a lightning bolt icon, a menu icon, a search icon, and links for "About", "Explore", and "Contribute". A red box labeled "header on all other pages" points to the top right corner of the header.
- Header Buttons:** Below the header are three buttons: "Pitch Us", "Sign In", and a blue "Subscribe" button. A red box labeled "Underline and use 'Gotham Black' font" points to the "Subscribe" button.
- Popular Section:** A section titled "POPULAR" contains five article cards. A red arrow points from the "POPULAR" title to the first card. A red box labeled "Increase grid to 5x5" points to the third card.
- Article Cards:** The first card features a photo of a man in a field and the title "Australia vs Armenia: What it's Really Lik...". The second card features a logo and the title "2024 Diaspora Youth Ambassador Progra...". The third card features a photo of a man and the title "Young Money Episode. 1 - Levon Constru...". The fourth card features a photo of a building facade and the title "The Difference Between a Political Party ...". The fifth card features a photo of a man in a red shirt and the title "Why Is It Important to Remember the Ar...".
- Footer Area:** The footer includes social media icons for Facebook, Instagram, and Twitter, followed by the text "kaitzak.com © 2024 The Kaitzak Group. All Rights Reserved.". Below this are links for "About Kaitzak", "Privacy Policy", "Contribute", "Pitch us", and "Explore". A red box at the bottom center states "This site is protected by reCAPTCHA and the [Privacy Policy](#)".

# 1. HOMEPAGE - EXPLORE SECTION

Ass section to home page prior to FOOTER; each category with the latest articles of each listen below

## CONTRIBUTE



[The Two Trumps](#)

[The Democrats Aren't Even Trying](#)

[Republicans Think They Can Beat Biden, and Harris, and Whitmer, and Newsom](#)

## EVENTS



[Please See \*Twisters\* in Theaters](#)

[The Cheapness of Luxury](#)

[Not Your Typical Prison Drama](#)

## ARMENIA



[Silicon Valley Got Their Guy](#)

[A New Development in the Debate About Instagram and Teens](#)

[The Secret Meaning of Prime Day](#)

## IDEAS

[The Cases Against Trump: A Guide](#)

[Celine Dion May Never Perform Again](#)

[Why You Should Trust Your Gut](#)

## SCIENCE

[Elephants Are Doing Something Deeply Human](#)

[How Risky Is COVID for an 81-Year-Old?](#)

[The Search for Alien Life Starts on Earth](#)

## BOOKS

[On Love](#)

[Seven Bedside-Table Books for When You Can't Sleep](#)

[Cornucopia](#)

## FAMILY

[Why Parents Don't Mind If Their Kids Don't Marry](#)

[The New Age of Endless Parenting](#)

[Gambling Enters the Family Zone](#)

## BUSINESS

[NASA Finally Has an Alternative to SpaceX](#)

[The Man Who Moves Markets](#)

[Don't Pay for Cord-Blood Banking](#)

## GLOBAL

[Trump Signals Weakness to Xi Jinping](#)

[When the Press Turns Its Back on Press Freedom](#)

[A Century Ago, the Paris 1924 Summer Olympics](#)

# 1. HOMEPAGE - FOOTER

About              Pitch Us              Armenia  
Explore          Sign In              Events  
Contribute        Subscribe          International  
                      
                    Etc.  
                      
                    Donate

**FOLLOW**

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[Privacy Policy](#) | [Terms & Conditions](#) | [Terms of Sale](#)

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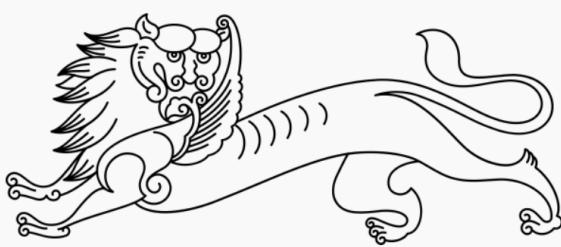
This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply



## 2. ABOUT PAGE

Centre Title

### About



Kaitzak was founded in 2022 in Melbourne, Australia. It is a not-for-profit organised and supported by individuals who want to see our diaspora communities grow sustainably and thrive. This means looking to the strengths of our communities and helping them grow stronger.

Our slogan connect, amplify, flourish summarises this notion. We connect like minded individuals, we amplify the work and messages of those who lift up those around them, and the flourishing results.

The goodwill and generosity of our communities must always be held in the highest esteem. This is the true definition of grassroots: ordinary people doing extraordinary things.

It's actually pretty simple idea, but it is very powerful indeed.



### Contributors

Founders



[André Vartan-Boghossian](#)

#### Policy & International

André is one of Kaitzak's founding members & a member of the executive board. He is a registered Australian architect currently residing in Yerevan, Armenia & studying a Master of Public Policy & Executive Management at the University of Melbourne.



[Mariam Vahradyan](#)

#### Communications & Culture Marketing Policy & International

Mariam is one of Kaitzak's founding members and a member of the executive board. She is currently pursuing a Master's in Applied Positive Psychology at the University of Pennsylvania as a fellowship awardee. Having lived and worked in New York City for 20+ years, Mariam moved to Armenia after the war in Artsakh and managed multiple educational initiatives.

How can I change fonts?

Centre

Add short code; ADVISORY BOARD'

## 2. ABOUT PAGE



### Advisory Board



[André Vartan-Boghossian](#)

Policy & International

André is one of Kaitzak's founding members & a member of the executive board. He is a registered Australian architect currently residing in Yerevan, Armenia & studying a Master of Public Policy & Executive Management at the University of Melbourne.



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Different background for this section

### 3. EXPLORE PAGE

4x row grid; more padding between each

Explore All

ARMENIA

CONTRIBUTE

EVENTS

INTERNATIONAL

KAITZAK APPROVED

LOCAL

LOCAL LEGENDS

MAKING THE MOVE

NEWS

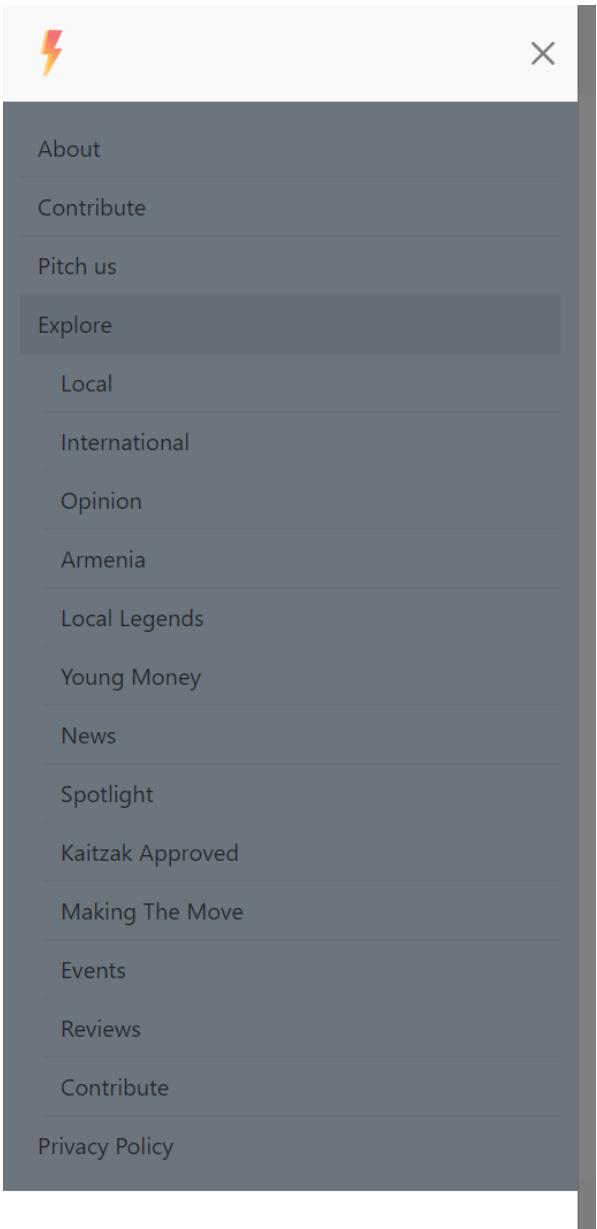
OPINION

REVIEWS

SPOTLIGHT

YOUNG MONEY

## 4. MENU



Menu stays grey

Differentiate Pages from subheadings

## 5. AUTHOR PROFILE

New layout



**André Vartan-Boghossian**

Policy & International

<https://kaitzak.org>

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Australia vs Armenia: What it...  
↗ Armenia 🏴 Local Legends  
André Vartan-Boghossian



2024 Diaspora Youth Ambas...  
↗ Armenia  
André Vartan-Boghossian



Young Money Episode. 1 - Le...  
⌚ International ❤ Local 🗞 Opinion  
André Vartan-Boghossian



The Difference Between a Po...  
📝 Opinion  
André Vartan-Boghossian



Why Is It Important to Reme...  
❤ Local  
André Vartan-Boghossian



Inesa Rubinyan: Uppsala Uni...  
⌚ International  
André Vartan-Boghossian



CLAUDIA CHOLAKIAN: WOMEN'S ...  
↗ Armenia 📲 Contribute 💬 Events  
⌚ International ✅ Kaitzak Approved  
❤ Local 🏴 Local Legends  
↗ Making The Move 🌎 News

## 5. ARTICLE PAGE

# Inesa Rubinyan: Uppsala University Scholar, Youth Ambassador to Sweden, RA Ministry of Foreign Affairs, iGorts, Moving to Armenia & Impacts of the Diaspora on Domestic Politics

By **André Vartan-Boghossian** 20 July 2024

Armenia Contribute Events International Kaitzak Approved Local Local Legends Making The Move News Opinion Reviews Spotlight  
 Young Money

5 minute read

*Spotlight explores the impactful journeys of Diasporans excelling in their community impact, professional achievement, as well as business innovation. We uncover the challenges they've faced, the strategies that have led them to success, all the while providing insights, blueprints of their journeys and inspiration for all. Join us in our journey of discovering those largely under recognised heroes making hugely positive impacts on their communities and the people around them.*

Include post image

New layout

## Inesa Rubinyan

[See the full interview here.](#)

As an International Cooperation Expert at the Ministry of Foreign Affairs of the Republic of Armenia, and with experience in Swedish government agencies and international organizations, she has developed and applied extensive expertise in case investigation and handling, policy assessment, interviewing, collaboration, research, management, and coordination. She is passionate about contributing to global and regional cooperation and dialogue for peace, security, and development.

Some of the greatest challenges faced by the Armenian people and the Diaspora alike are not yet part of the active conversation. What does it mean to live outside of a country and still make demands on a government whose policies you do not experience in your day-to-day life?

We sit down with Inesa Rubinyan and discuss moving to Armenia, the Diaspora, a government program seeking to attract Diasporans to the country, the impacts the Diaspora can have by moving to Armenia, and why parts of the Diaspora remain stagnant and unintentionally stifle innovation. She shares her experiences in the iGorts program as well as her role as a Youth Ambassador to Sweden.

### Key Links:

[The Swedish Armenian](#)  
[Inesa Rubinyan](#)  
[The RA Ministry of Foreign Affairs](#)  
[iGorts Program](#)  
[Youth Ambassador Program](#)

Main text paragraph more padding from either side