

Mariam Morozova - Abrahamyan

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Mamikonyats str. 29, apt 34, Yerevan 0014, Armenia

PROFESSIONAL SUMMARY

Experienced Senior Product Designer with a strong background in UI/UX, front-end engineering, and graphic design. Around 20 years of expertise in creating user-centered designs, mentoring aspiring designers, and leading cross-functional teams. Painter and furniture designer by night.

PROFESSIONAL EXPERIENCE

Fohlio Software

Product Design Lead

April 2022 – Present

- Led design and development of core features, driving user engagement and product growth.
- Managed and mentored a small, product design team to deliver innovative solutions.
- Enhanced collaboration between design and engineering teams, streamlining workflows and fostering a culture of shared ownership.
- Applied data-driven design principles by leveraging analytics to identify opportunities and validate design decisions.
- Developed a comprehensive design system, including reusable UI/UX patterns, page templates, and detailed style guides to ensure consistency across the product. Collaborated with developers and stakeholders to enhance product functionality and usability.
- Partnered with developers and stakeholders to optimize product functionality, ensuring alignment with user needs and business goals.
- Conducted extensive user research and usability testing to refine designs and enhance overall user experience.

Senior Product Designer | UI Developer

Teamble Software

September 2013 - April 2022

- Designed and developed front-end solutions.
- Optimized user flows and interfaces
- Integrated UI/UX best practices into the product development process.
- Applied data-driven design principles by leveraging analytics to identify opportunities and validate design decisions.
- Developed a comprehensive design system, including reusable UI/UX patterns, page templates, and detailed style guides to ensure consistency across the product. Collaborated with developers and stakeholders to enhance product functionality and usability.
- Conducted extensive user research and usability testing to refine designs and enhance overall user experience.

UI/UX Coach

Business Development Group

September 2020 - April 2022

- Trained over 200 professionals in UI/UX principles and tools.
- Developed comprehensive training materials and workshops.

Front-End Engineer

September 2012 – September 2013

Volo

- Contributed to the development of Questrade.com.
- Improved site performance and responsiveness.

Co-Founder

2006 – 2012

Genesis Studio

- Designed UI/UX and graphic assets for diverse clients.
- Managed multiple projects and teams simultaneously.

Graphic Designer

2001 – 2006

Various Companies

- Delivered high-quality graphic designs for print and digital media.
- Participated in exhibitions showcasing computer graphic art.

EDUCATION & CERTIFICATIONS

Yerevan State Academy of Fine Art

September 1996 – June 2001

Bachelor's in Yerevan State Fine Arts Academy

SKILLS

- Design Tools: Adobe Creative Suite, Sketch, Figma, InVision
- Analytic Tools: FullStory, LogRocket, Pendo, HubSpot
- Technologies: HTML, CSS, JavaScript.
- Soft Skills: Leadership, mentoring, collaboration, communication.

LANGUAGES

- Armenian: Native
- Russian: Fluent
- English: Fluent

EXTRACURRICULAR ACTIVITIES

A running enthusiast

Artist

Growing things

Hitchcock and Giger fun

Movies, Nordic noir

NOTABLE ACHIEVEMENTS

- Featured in exhibitions at the Artist Union of Armenia and Gyumri (2001).
- Co-founded Genesis Studio, delivering design solutions for a global clientele.