





# Sargis Vardanyan

Senior UI/UX & Product Designer

12+ Years Experience in Mobile App Design • Web Design  
B2B SaaS • Cross-Platform UI/UX

Armenia, Yerevan • EU Time Zone (GMT+4) • Open to Remote & Relocation

Website: [uiuxdesigner.am](https://uiuxdesigner.am)  • [Portfolio](#)  • [Social Links](#) 

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## Professional Summary

Over 12 years of experience delivering successful SaaS, mobile, and web platforms as a senior UI/UX and Product Designer. I create digital products that meet both company objectives and user needs by combining strategic UX research, intuitive interaction design, and visual storytelling. I integrate artificial intelligence tools into the design process, conduct data-driven research, and build flexible design systems — covering everything from automation and content creation to rapid prototyping and idea generation. These efforts enhance creativity and speed delivery.

I have a proven track record of achieving measurable business outcomes, making key design decisions, and contributing to long-term projects. My work spans mobile and web product design, and I can adapt solutions across industries and platforms. I am confident in senior-level roles with budgets and responsibilities tied to significant results.

Designing for iOS and Android, UX, UI, wireframing, prototyping, design systems, usability testing, accessibility (WCAG), information architecture, Agile/Scrum workflows, and B2B SaaS are among my core skills. For the right opportunity, I am open to relocation; otherwise, I am available for remote full-time or contract work.

## Skills & Competencies

User research (qualitative & quantitative), persona creation, journey mapping, and user flow optimization

Interaction design, wireframing, prototyping (low–high fidelity), and information architecture

End-to-end product design for mobile, web, and cross-platform (iOS & Android) experiences

Scalable design systems, accessibility compliance, and responsive design strategy

AI-assisted workflows, design ops, and cross-functional collaboration in Agile/Scrum environments

Stakeholder management, product strategy alignment, and data-driven decision-making

## Education

### Residency, Maxillofacial Prosthodontics

Yerevan State Medical University  
Sep 2017 – Aug 2020

### Master's Degree, Dentistry

Yerevan State Medical University  
Sep 2015 – Aug 2017

### Bachelor's Degree, Dentistry

Yerevan State Medical University  
Sep 2009 – Aug 2015

## Languages

English - Professional working proficiency

Armenian - Native

Russian - Fluent

## Tools & Technologies

### Design & Prototyping

Figma (Auto Layout, Variants, Prototyping), FigJam, Component Libraries, Style Guides, Adobe XD, Sketch, Zeplin, Miro

### Process & Methods

UX research tools, usability testing platforms, A/B testing, WCAG accessibility testing, design thinking, rapid prototyping, journey mapping, design sprints, heuristic evaluation, information visualization

### Collaboration

Agile/Scrum, Jira, Confluence, Notion, Slack, Trello, ClickUp, developer handoff tools, remote workshop facilitation, cross-team alignment, knowledge base management

### Web Basics

HTML, CSS, basic JavaScript, responsive design, web accessibility, API integration basics, Git basics, Cursor, Windsurf, Trae

### AI & Automation

ChatGPT, Claude, Perplexity, Gemini, Grok, Midjourney, Flux, prompt engineering, workflow automation, generative AI for design

### Analytics & Testing

Google Analytics, Hotjar, Mixpanel, Optimizely, UsabilityHub, Figma analytics plugins

### Additional Strengths

Time management, adaptability, mentoring, conflict resolution, stakeholder communication

## Work Experience

### Freelance UI/UX & Product Designer

2013 – Present

Designed mobile & web platforms from MVP to mature B2B/B2B2C products.

Built scalable design systems for consistency and faster developer handoff.

Introduced data-driven UX improvements, increasing adoption and reducing churn.

Collaborated with cross-functional teams (PMs, devs, marketing) to align product strategy with user needs.

Ran usability tests to drive feature adoption and retention.

### Senior UI/UX Designer

#### EU-based SaaS Company (Remote, NDA)

Dec 2024 – May 2025

Led end-to-end design for new mobile & web modules, from discovery to delivery.

Introduced component-driven design, cutting dev handoff time by 30%.

Applied usability insights to boost adoption and reduce churn.

Conducted usability tests, improving usability and reducing support tickets.

### Product Designer

#### UK-based SaaS Startup (Remote, NDA)

Jan 2021 – Nov 2024

Took product from MVP to mature B2B/B2B2C platform.

Designed partner–client onboarding & property management flows.

Created company-wide Figma system for UI consistency & speed.

Conducted usability tests, improving usability and reducing support tickets.

## Side Projects

### Fig toolkit

Figma plugin with multi-tool utilities to speed up design workflow

### Exchange Rate Armenia (Android)

Currency rates + calculator • Google Play

### Pomodoro Tracker (Android)

Productivity timer • Google Play

### Nex (Chrome Extension)

Research automation tool • Chrome Web Store

## Additional Projects

Published more tools across education, fintech, and productivity

