



Edmon Zakaryan

Product Designer

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Social

- Telegrm
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- Portfolio
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- Behance
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- Linkedin
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Education

University
Kyiv National University of
Technologies and Design
Web Design - 2026

Language Skills

- Ukrainian
Native
- English
B2

Personal information

Product Designer with 6+ years of experience. Specialized in end-to-end design of digital products — from research and concept to polished interface. Worked on projects across e-commerce, SaaS & B2B, EdTech, HoReCa, iGaming, and more. Able to generate ideas, advocate for design decisions, and build scalable design systems. Integrating AI into the design process, with experience in motion design and video production.

Experience

- 2024 - Current Kyiv, Ukraine



Product Designer
Native Apps

- Developed from scratch and maintained a complex product design system comprising hundreds of components and ensuring consistency across all platforms
- Served as the primary source of ideas for the product: the vast majority of implemented features and UX solutions were initiated personally
- Designed new functional modules from concept to handoff to development, independently defending decisions before the team
- Integrated AI tools into the product process, increasing the speed of iterations
- Handled motion design and video editing within the product
- Conducted ongoing UX research, analyzed user behavior, and implemented data-driven improvements

- 2023 Kyiv, Ukraine



Product Designer
Freelance

- Designed interfaces for B2B and B2C web products: from the initial brief to the final mockup ready for handoff to development
- Developed design systems for several products, which reduced the time needed to approve new screens
- Conducted UX research independently, prepared user flows and interaction scenarios
- Created content for advertising campaigns and social media: banners, stories, ad layouts
- Worked on integrating AI tools into the design process

- 2022 - 2023 Kyiv, Ukraine



UI/UX Designer
Betasprint

- Managed a large number of projects for international clients from Europe and other regions under tight deadlines
- Designed the game UX/UI for a mobile product: developed the navigation system, game screens, and onboarding flow
- Created motion graphics and animated videos in Adobe After Effects for client marketing campaigns
- Conducted UX research, user testing, and interaction scenario analysis prior to project launch
- Developed comprehensive design systems and component libraries tailored to the needs of specific products

- 2021 - 2022 Kyiv, Ukraine



UI/UX Designer
Kiselev Studio

- Developed responsive websites for clients across various industries—from e-commerce to corporate portals
- Designed user interfaces with a focus on user behavior and client business metrics
- Handled video post-production: editing, color correction, and motion graphics for advertising materials
- Independently managed client projects from brief to final delivery without involving a project manager
- Developed email templates, advertising banners, and marketing materials in a consistent brand style

- 2018 - 2021 Mariupol, Ukraine



UI/UX Designer
Brutal digital marketing

- Developed end-to-end websites: from concept and wireframes to final design
- Created comprehensive design systems for client projects, ensuring product scalability and consistency
- Independently communicated with clients during the requirements gathering and results presentation phases
- Designed product interfaces with business goals and end-user needs in mind
- Developed advertising and marketing materials for clients' digital campaigns

Skills

Product & UX Design

- End-to-end product design (research → wireframe → prototype → handoff)
- UX Research, user interviews, usability testing
- User flow & information architecture
- Interface design for web, mobile (iOS/Android), desktop
- Responsive & adaptive design
- Design systems — creation, documentation, maintenance
- Motion & micro-interactions
- Competitor analysis & UX audit

Soft Skills

- Concept ownership
- Independent project management
- Cross-functional collaboration
- Proactive problem-solving
- Presentation & stakeholder communication
- Work under tight deadlines

Visual & Brand

- Visual identity & brand guidelines
- Marketing & advertising creatives (banners, stories, social media)
- Presentation design
- Illustration & graphics

Motion & Video

- Motion graphics (Adobe After Effects)
- Video editing & color grading (Adobe Premiere Pro)
- Animated UI components & onboarding flows

Tools

- Figma
- Adobe Photoshop, After Effects, Premiere Pro
- Claude Code, Perplexity