



Los Angeles, California

# ANI ZARGARYAN

SR. USER EXPERIENCE DESIGNER

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## SKILLS

### Software

Sketch  
Figma  
Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe XD

### Design

Information Architecture  
Storyboarding  
Competitive Analysis  
Prototyping  
Web Design  
Mobile Design  
Competitive Analysis  
Style Guide  
Story Board  
User Journeys  
User Flows

### Research

User Interviews  
User Research  
Heuristic Evaluation  
Quantitative Research  
Contextual Interviews  
Personas  
Task Analysis  
Usability Testing

## EDUCATION

General Assembly  
May 2015  
User Experience Design Immersive

CSU Northridge  
June 2010  
BA in Business Marketing

American Public Power Association  
September 2011  
Key Accounts Certificate

## EXPERIENCE

### HOVERSTATE, Sr. UX/UI Designer

February 2018 - Present

- Lead designer on multiple B2C healthcare and lifestyle related projects, handling end to end project scope
- Created user testing plan and conducted customer interviews, usability testing, competitive analysis, and other requirements gathering activities.
- Lead teams on various activities including persona definition, customer journeys, process flows, storyboards, wireframes, high-fidelity designs, and prototypes.
- Collaborated across product, engineering, and QA teams to define and develop responsive websites and mobile application
- Created detailed annotated documentation for regulatory reviews
- Collaborated in creating a design system and created a component library, and component behavior specifications, and works with developers to implement pixel perfect visual interactive design

### Possible, UX Designer

September 2017 - February 2018

- Produced user experience deliverables including site maps, persona development, experience journey maps, user flows, sketches, wireframes, prototypes, and features and functions specifications.
- Worked with multi-disciplinary teams, including content strategy, visual design, engineering, and program management to discover elegant and practical solutions to design challenges.
- Collaborated in design thinking workshops with internal teams and stakeholders.
- Microsoft

### Thinkspace, UX Designer

January 2016 - February 2017

- Conducted research to uncover new insights to inspire and validate design concepts
- Created user flows, site maps, wireframes, prototypes, and other design comps to effectively communicate the design to product managers, engineers, and stakeholders
- Designed for mobile (iPhone, Android) phone apps, mobile site, table and responsive website
- Created test plans, performed usability study, interpreted results and implemented solutions
- Conveyed design concepts and deliverables to stakeholders through in-person and remote presentations as well as through detailed and easily understood documentation
- Volkswagen, Jollibee, FerrignoFuel, OnLok, dialogues, Villaway

### Freelance Product Design, UX/UI Designer

April 2015 - January 2016

- Recruited users, conducted user interviews, and created market trends to develop personas and to identify user pain points
- Created wireframes, mock-ups, and clickable hi-fi prototypes for usability testing
- Prioritized feature design for MVP based on user research and business objectives
- Collaborated with stakeholders and marketing team to identify user and business requirements
- Delivered high quality design docs: sketches, sitemap, user flows, wireframes, mockups
- Analyzed analytics to define design direction and justify design decisions
- Yoi Corporation, SalonSpace, Meet Me Now, Springrole