



ARMEN PETROSYAN





Hello, Thank you for your Time!

My name is Armen Petrosyan and I live in Glendale, CA with my wife of 20 years and two children.

I'm an artistic and enthusiastic design leader, mentor, coach with 25+ years of experience in tech, consumer goods, management.

96K Instagram Followers: A well known expert - one who teaches other established designers how to make good user interfaces (UI) and user experiences (UX) decisions.

I have been Instrumental in the creation and deployment of successful experiences for some of the leading and most-respected media and consumer brands including:

ABC, American Idol, Disney Resorts, DreamWorks, General Mill's, Yoplait, Guthy-Renker, Kraft, Intel, Intel, Sprint, Lenovo, Dell, NFL, PepsiCo, Procter & Gamble, Toyota/ NASCAR, Warner Bros., YouTube and many more as well as dozens of celebrities from music, sports, comedy, TV, film.



Why Career in Design?

My passion for design started way back when I was just a kid - scribbling, coloring and drawing on anything that was available. My classmates quickly caught onto my knack for personalizing art pieces because they always came to me asking if I could create personalized drawings.

It wasn't until high school when I discovered airbrushing that it became apparent how much time goes into executing designs; yet despite its long hours of work, being able to see the finished product come to life is all worth it.

Around 1997, after discovering Photoshop, there are no words to describe how lucky I felt knowing this is what I would be doing for the rest of my life.

Now here we are 25 years later and here we stand before each other--myself willing to bring you all these skills and knowledge so we can take your company up higher than before.

My Design Process



01

Empathize user's perspective and understand what the customers really want from our product & services. (i.e., Interviews, Usability Testing, Analyze Data)

02

Define vision to capture the essence of the product. (i.e., Common problems, Align with Business needs)

03

Ideate, a large quantity of ideas then filter the most innovative ones to help design better product solutions (i.e., Solution to help user & business needs)

04

Design, prototype, or sketch that demonstrates how those ideas might work in practice (i.e., Make sketches, low fidelity/high fidelity wireframes, prototyping)

05

Usability Test prototype against your goals (i.e., make sure it meets user needs)

06

Feedback Based on feedback, make any necessary changes to the design before handing it off to the business side for implementation.



Project Solution?

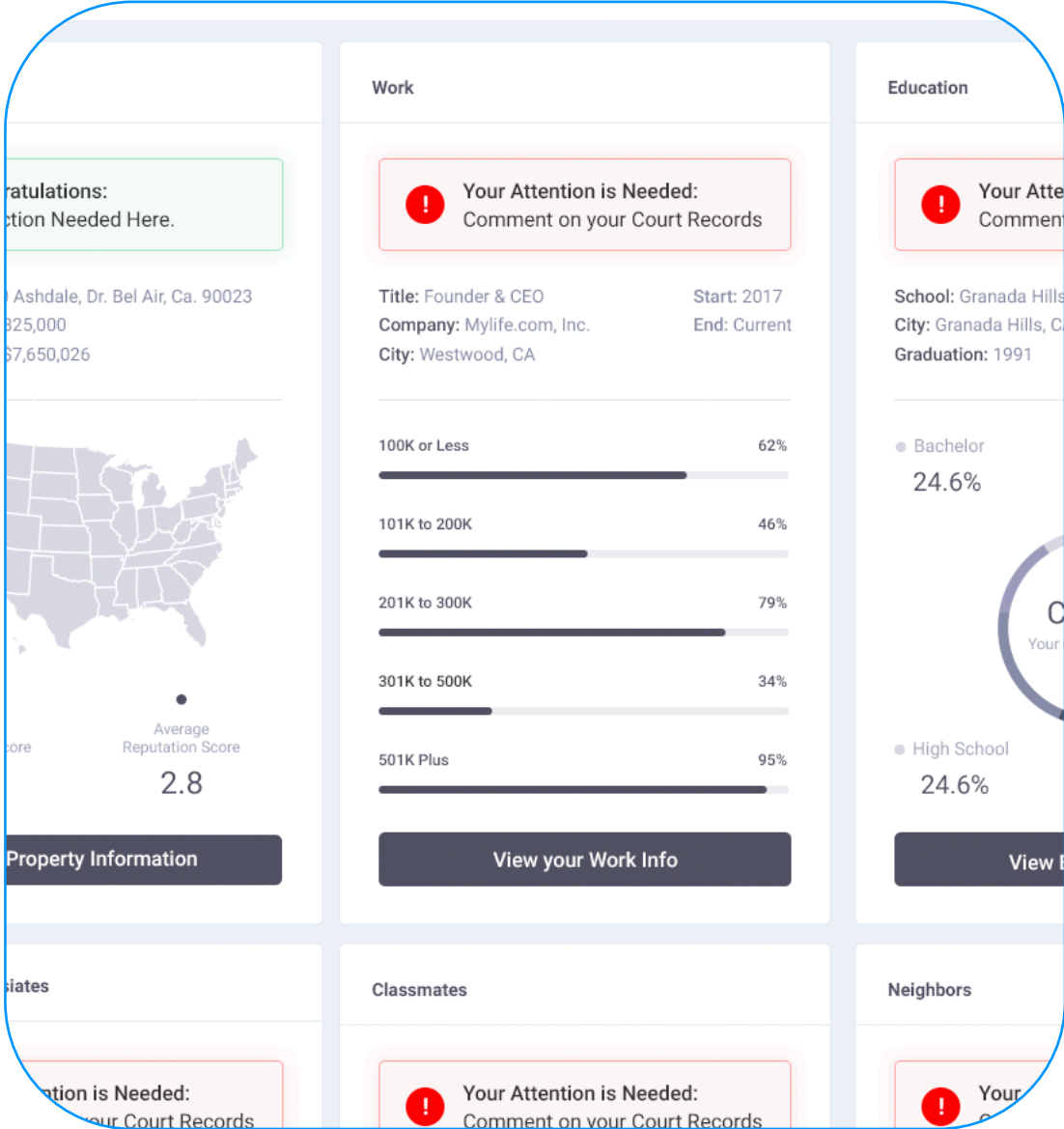
After some time listening to user feedback, understanding the goals of this project, and brainstorming various ideas with my peers--I turn these thoughts into well-structured concept sketches that I can show to other key members of my organization.

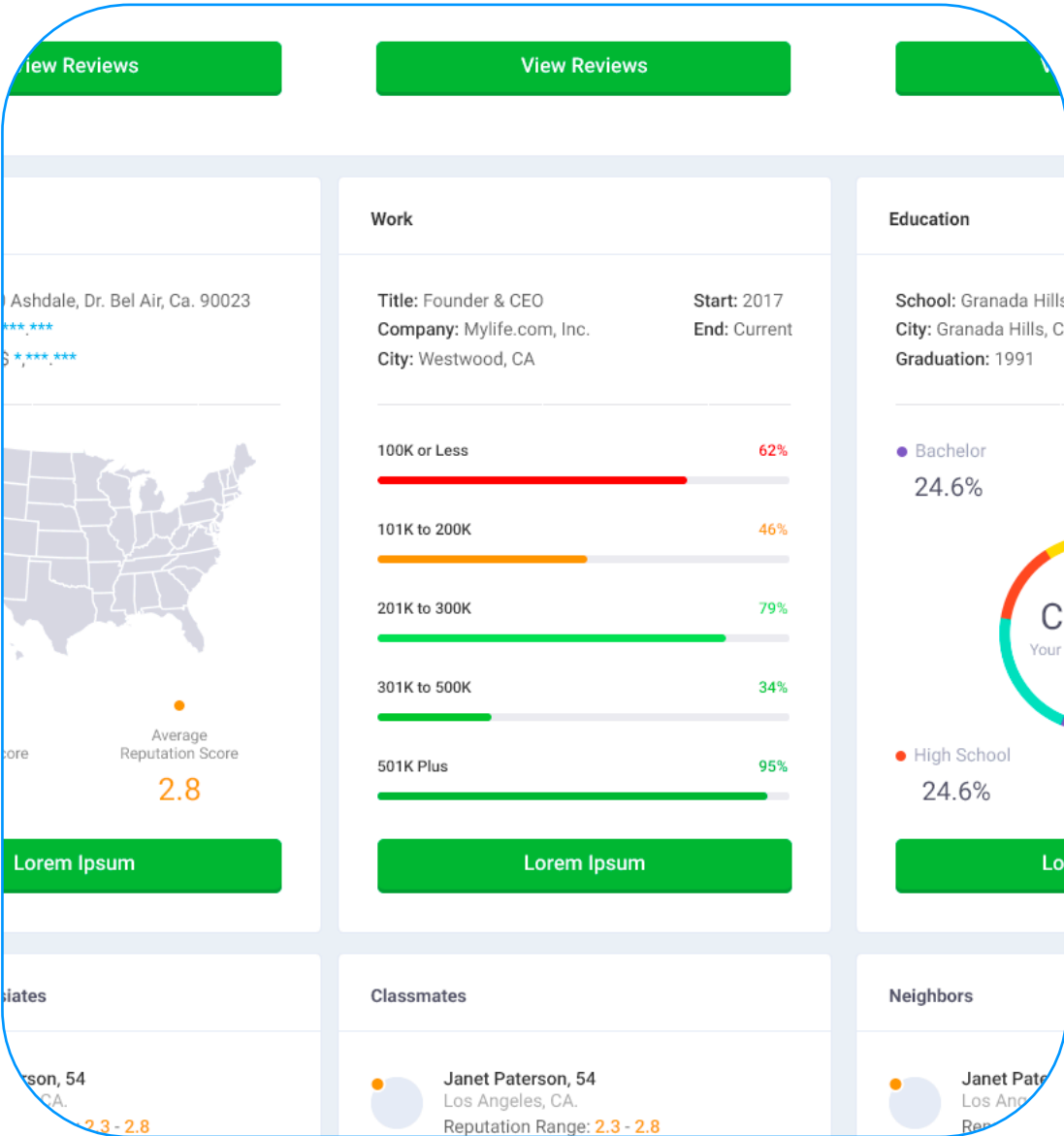
It's important for me to stay connected during this process so that I can maintain an open dialogue with my team. Together we work out a strategy for turning sketchy wireframes into polished mockups which will eventually make it onto the final product.

Low Fidelity Concepts

By discussing and brainstorming with my team members on the best way to take these insights and turn them into something tangible, we were able to understand what worked before we jumped in too quickly.

I started early sketches of layout ideas when it became clear that there was a need for direction, otherwise nothing would ever be decided or agreed upon.





High Fidelity Concepts

After exploring the low fidelity concept, I will move onto creating a high fidelity mock of the final product to get an idea of what it might look like.

These designs should include all necessary colors and details including text links and buttons that work as they would in the finished product.



Project Hand Off

Working closely with both front and back end developers, and receiving sign-offs from executive team members and key stakeholders, it was time to hand over the reins to these programmers who would bring the final product to life.

I usually like to hold a meeting prior to sharing the deliverables with the development team.

I like to walk them through the deliverables I intend to share with them and answer any potential questions that may arise and provide as much clarity as you can during this meeting.

Project Impact

For this particular project, our assumptions proved to be correct which we are very happy about.

We're focusing on three main Key Performance Indicators (KPIs)

Acquisition, Conversion & Retention:

- **VPV:** Value per Visitor (how much profit do you make when visitors come in)
- **VPR:** Value per Registrar (how much profit do you make for every registrant?)
- **LTV:** Life Time Value of subscribers





Project Learnings

There were many learnings from this particular project.

People do not seem to be so quick to give out personal information without expecting something in return.

This was one of our challenges when trying to promote awareness on the Internet and teach people how they could keep their privacy despite everything they put out their being available.

Educating the user felt like a necessity rather than just an idea and really helped out when encouraging users to take control of their information in order to put their best foot forward when it came to the online presence.



KC Brotherton

Vice President of Technology at CyberCoders

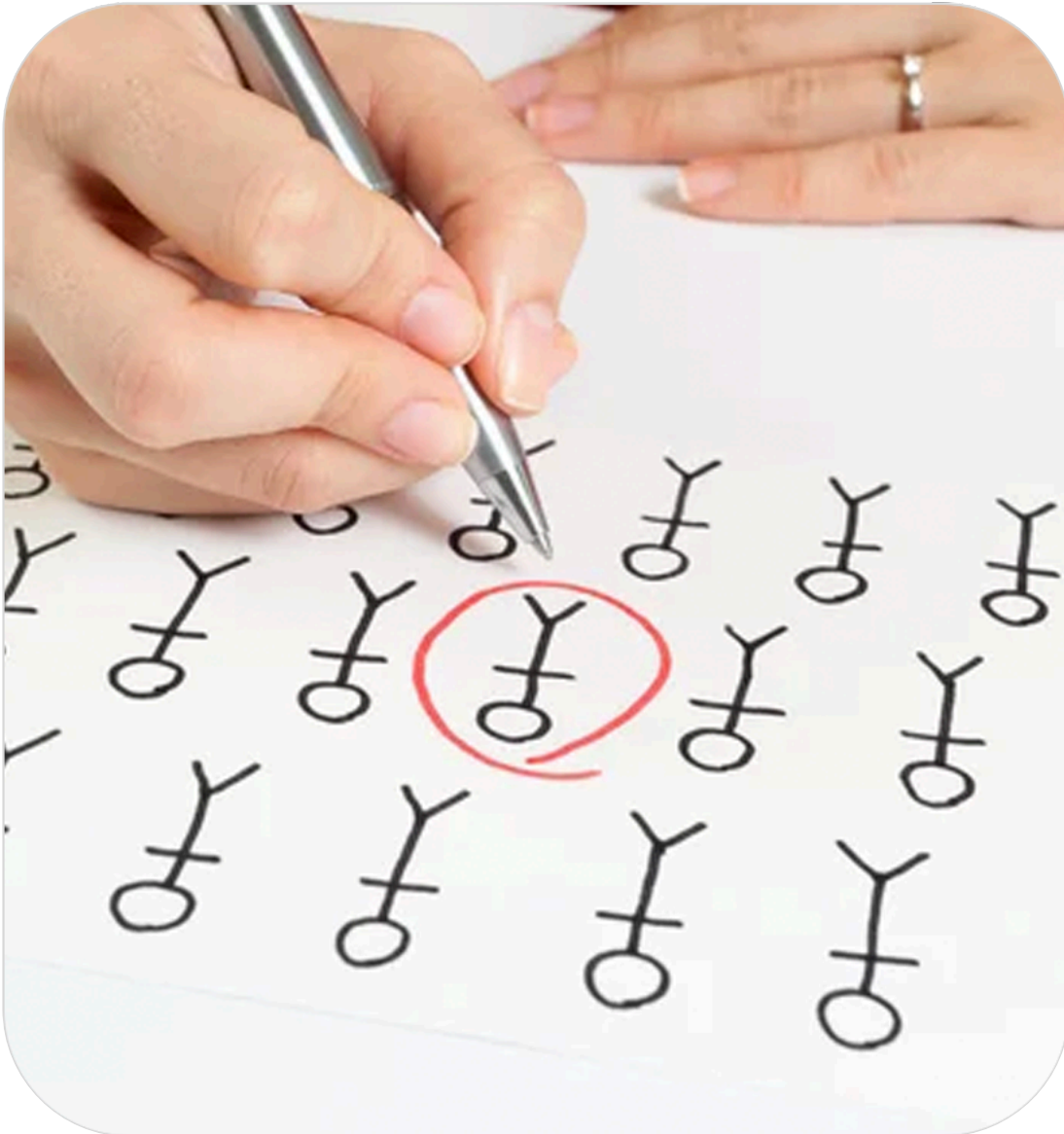
"Armen is an awesome UX person. He thinks outside of the box and produces great experiences when given very little direction or in depth wire frames. Some of Armen's best work comes from giving him carte blanche to determine the best user experience. Armen has the uncanny ability to think holistically about the user experience and pull different actions into a seamless user experience. I would recommend Armen, he is an asset to any company."



Jean F Boisvert

Director of Product Design and User Experience at SearchStax

"Armen is a talented designer. He has ingenious product ideas and the ability to render them with great detail. Armen is very innovative and always looking for new solutions for his team. He is always helpful, insightful and passionate about his work. If granted the opportunity, I would definitely work with him again and recommend him highly."



Candidacy

Being in the tech industry for 25 years gives me lots of valuable experience. I bring a great wealth of understanding, knowledge and expertise to the table!

If there's one thing I've learned about all these years, it's that there are many ways to tackle this market—from acquiring new members through advertising campaigns; upselling existing memberships; optimizing retention rates; converting free users into paying ones; as well as delivering personalized emails that resonate best with each individual subscriber.

I am confident in my abilities; believing that I will be a great addition to your company.



THANK YOU FOR YOUR INTEREST

