

ASMIK MIKAELIAN

PRODUCT DESIGNER

Dubai, UAE · Open to Remote / Relocation
6+ years experience · FinTech · EdTech · SaaS · Enterprise · AI
Portfolio: asmikmk.github.io/Portfolio2 | LinkedIn: linkedin.com/in/asmik-mikaelian-69164b322

PROFILE

Product Designer with 6+ years of experience designing **complex digital products** and **end-to-end user journeys** across **FinTech, EdTech, SaaS and Enterprise**. Combines **product thinking, UX research** and strong visual design to turn complex problems into simple, scalable experiences.

Experienced in taking products from **hypothesis → research → concept → prototype → testing → delivery**, balancing user needs, business goals, product metrics and technical constraints. Strong track record with **AI-powered products, design systems, conversion flows** and **data-heavy interfaces**.

EXPERIENCE

Netology — Product Designer

2024 – 2026 · Remote · EdTech
1.5M+ users · 130K graduates · 3.7M annual visitors

- Directed design across **onboarding, activation and navigation** for a 1.5M+ user platform.
- Increased activation by **25%** and cut time-to-orientation to **3 seconds** by redesigning **platform IA and navigation**.
- Reduced login drop-off by **17%** and expert onboarding time by **42%** through a redesigned **onboarding flow**.

Captic VRland — UI/UX Consultant

2024 – 2025 · Remote · UX Audit & Product Strategy

- Identified **12+** UX dead ends and **32** growth opportunities through a **full-platform audit**; recommendations were adopted into the **Q1 2025 product roadmap**.
- Redesigned the core entry experience by replacing a complex control manual with **identity-first onboarding** and **progressive, contextual guidance**.
- Improved social discovery and interaction by bringing **World Chat, Personal Chat**, participants, profiles and sharing into a more connected experience.
- Turned research into product strategy through **thematic analysis** across customization, social interaction, 3D usability and engagement, translating findings into prioritized design opportunities.

Tickeron — Product Designer

2021 – 2024 · San Francisco, USA · FinTech / AI

- Cut **checkout** abandonment by **41%** and doubled subscriptions within **90** days by redesigning **checkout** from **8** steps to **3**.
- Reduced onboarding drop-off by **47%** through research-led flow simplification.
- Cut design-to-dev handoff time by **60%** by building a **design system** from **0→1** with **200+** components across **6** teams.
- Improved complex investment experiences by turning financial data and **AI-powered functionality** into clearer user flows and interfaces.

MinePass (Mining Enterprise Platform) — UI/UX Designer

2019 – 2021 · Almaty · Enterprise / Industrial

- Increased operational coverage by **67%** by redesigning **monitoring workflows** and transforming complex operational data into actionable interfaces.
- Supported **400+** workers by designing **enterprise monitoring** and operational decision-making tools.
- Unified data from **120+** sensors into clearer **dashboards** and monitoring workflows.
- Reduced workflow complexity by translating technical requirements into intuitive **user journeys** and scalable interaction patterns.

SpetsTek — UX/UI Designer

2016 – 2022 · Saint Petersburg, Russia · Enterprise EAM/APM Platform

- Designed desktop and mobile interfaces for **TRIM**, an enterprise asset-management (**EAM/APM/CMMS**) platform used by maintenance engineers, field technicians and warehouse teams in real production environments.
- Designed a maintenance-management system and mobile inspection app for **L'Oréal**, used daily by engineers and field technicians at a Russian manufacturing plant across a multi-year phased rollout.
- Designed a mobile field-diagnostics tool for **Yokogawa** service engineers, enabling real-time equipment health monitoring and automated reporting.
- Designed an internal asset-management system for **Gazprom**, tracking equipment health and maintenance schedules across its energy infrastructure.

CORE SKILLS

Product Design: End-to-End Product Design, Product Strategy, UX/UI, Customer Journeys, Interaction Design, Information Architecture, Prototyping, Visual Design

Research: User Interviews, Usability Testing, UX Audits, Competitive Research, Surveys, Jobs-to-be-Done, Hypothesis Validation, User Journeys

Systems & Tech: Design Systems, Design Tokens, Component Libraries, Data-heavy Interfaces, AI-powered Products, AI Prototyping

Tools: Figma, FigJam, Sketch, Axure, Storybook, Principle, Adobe XD, D3.js, Chart.js, ChatGPT, Midjourney

EDUCATION

FH Salzburg
Human-Computer Interaction
Salzburg, Austria
HCI · UX Research · Interaction Design · Emerging Technologies

SELECTED CLIENTS

Gazprom · L'Oréal · Yokogawa
Enterprise clients served through SpetsTek — industrial asset-management and field UX.