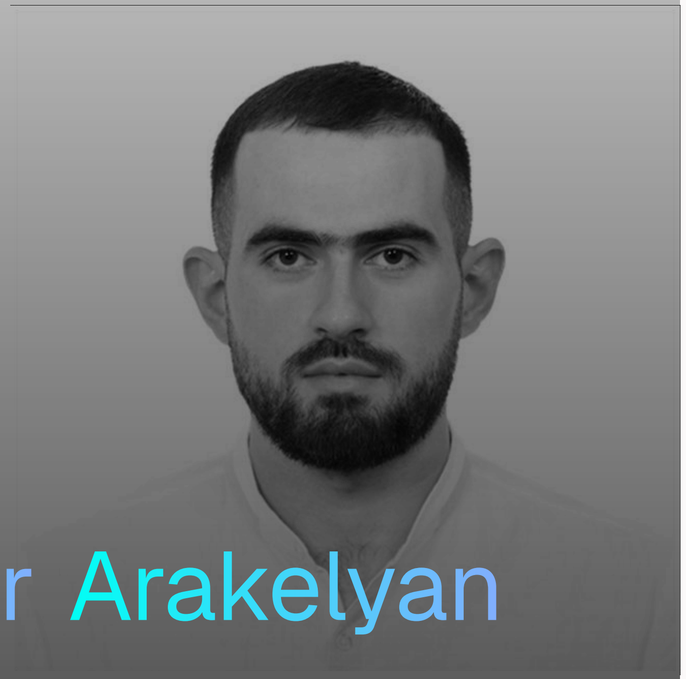


Senior Designer

Arthur Arakelyan

I’m a product designer based in Yerevan, Armenia, with several years of experience designing digital products across industries including iGaming, AI, chatbots, and website builders.

I’ve worked on products such as Hoory, Dowork.ai, Ucraft, SpringBuilder, Vbet, GrandCasino, and CWinz, and have also collaborated with global companies including Kawasaki, Procter & Gamble, Estée Lauder, and Philip Morris on internal product initiatives.

I work closely with designers, developers, and stakeholders to deliver intuitive, visually strong, and meaningful user experiences.
My background includes product design, UI/UX, and visual design, allowing me to create interfaces that are both functional and aesthetically refined. I also have practical knowledge of HTML and CSS, which helps ensure smooth collaboration with development teams and accurate implementation of design decisions.

I focus on building digital experiences that feel clear, purposeful, and human.

<epam>

ARTHUR’S SUPER-POWER

“Designing with empathy, logic, and visual precision”

EXPERIENCE

PHILIP MORRIS INTERNATIONAL



PHILIP MORRIS INTERNATIONAL

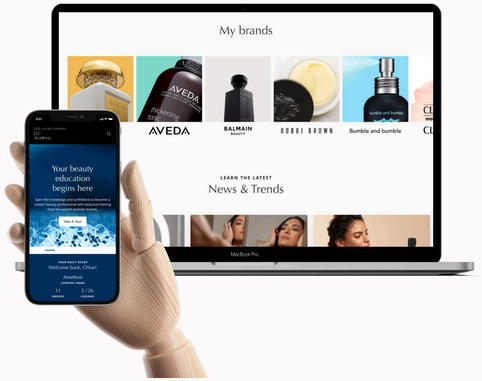
PMI.COM Design System

Designer 2025 Dec - Present

Contributed to the evolution of the PMI.com design system, focusing on expanding the component library, refining existing components, and aligning the system with a newly introduced CMS.

The work involved defining scalable UI patterns, improving component consistency, and ensuring seamless integration between design and content workflows. Collaboration with product, engineering, and content teams helped establish a more flexible and maintainable foundation for the platform’s ongoing development.

ESTĒE LAUDER COMPANIES



ESTÉE LAUDER

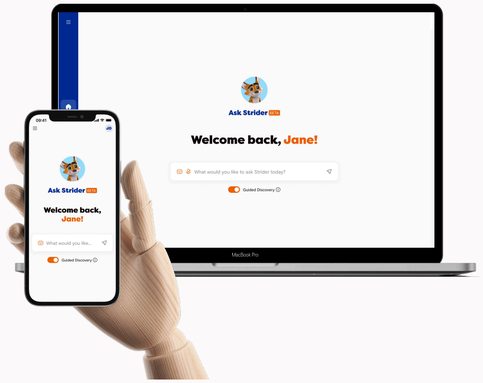
Estée Lauder NAVI, APEX, RUNWAY, AVEDA SALON & Other Projects.

Designer 2024 Apr - Present

Designed and refined internal enterprise platforms for Estée Lauder, including NAVI, APEX, RUNWAY, and AVEDA SALON, enabling global teams to manage operations, marketing initiatives, and retail workflows more efficiently.

The projects required aligning diverse business requirements into cohesive UI systems, balancing usability, performance, and scalability while working in close collaboration with product owners and development teams.

Stride



STRIDE

Stride K12 Learning Platform

Designer 2023 Nov - 2025 Apr

Designed and implemented an AI-powered tutoring experience for Stride K-12, built on top of the Virtual Interactive Learning Assistant accelerator.

The project focused on creating an intuitive and engaging learning environment that adapts to student needs in real time, supporting personalized education at scale. I worked closely with product managers, engineers, and education specialists to translate complex AI capabilities into clear, student-friendly interactions, ensuring the platform was both powerful and accessible for everyday classroom use.