



seda manucharyan

PROFILE SUMMARY

Enthusiastic and detail-oriented product designer with a passion for clean, accessible design. Interested in communication in all its forms, from game design to film photography.

EDUCATION & TRAINING

American University of Armenia

BA English & Communications | Class of 2019

- Various typography, print design, poster design, visual identity design, and calligraphy projects

University of the Arts London

Graphic Design for Beginners | Jan-Feb 2020

Character Design for Beginners | Aug-Sep 2023

Information Design and Data Visualization | Aug-Oct 2023

- Typography, layout, and logo design fundamentals
- Storytelling through character design and information design principles

Armenian Code Academy

UI/UX Fundamentals & UI/UX Specialized Course | Jan-Apr 2020, Jun-Oct 2020

- Design thinking, visual communication core concepts, responsive design
- Mastery of UX and UI design processes
- Command of Figma and Protopie

CONTACT INFO

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WORK EXPERIENCE

Picsart

Product Designer | Oct 2020-Sep 2022

- Leading design projects within the Conversion team
- Collaborating across teams and improving workflows
- Creating and maintaining Monetization Component Library for Dev and Design Teams
- Working closely with Product and Dev Teams to define and direct product scope
- Conducting extensive competitor and user research to determine needed solutions
- Validating ideas through A/B and user testing
- Exploring many variations of possible solutions and iterating based on collected data
- Handling UI QA for Conversion projects
- Taking part in monthly rotations across multiple teams for diverse design experience

ADDITIONAL SKILLS

- User Research
- Creating User flow Diagrams
- Wireframing
- Prototyping
- Responsive design
- Ranked [#141](#) of 216 in GDevelop BIG Game Jam #4
- Publications in [Protopie](#) and [UX Mag](#)