

# Levon Saribekyan

Product Designer | Kyiv, Ukraine

[Email](#) | [Website](#) | [LinkedIn](#)

## Experience

### Salita for Sloboda Studio

Product Designer | 2022 – 2026

- Unified four separate admin systems into one platform for 15+ support staff across two teams, enabling ~35% more jobs handled without growing the headcount.
- Conducted in-depth interviews with 5 customer service agents to map real workflows, directly shaping key product decisions.
- Grew and maintained a design system from an early foundation into a library of components and patterns used by 3 designers and 3 developers.
- Won 3 of 10 government tenders, received direct feedback that our platform had the strongest UX among competing bids.

### Cashback App (NDA) for Sloboda Studio

Product Designer | 2021 – 2022

- Created a winning design proposal by analyzing client feedback patterns across 20+ rejected competitor proposals.
- Led the full design scope: brand identity from scratch (logo, colors, typography), cross-platform customer app, web admin, marketing website and app store materials.
- Navigated the entire client relationship independently — from presale and discovery through delivery.

### Sloboda Studio

Design Lead | 2021 – 2026

- Built the design department from 0 to 4 designers over 2 years — owning the full hiring process from the application screening to final decision.
- Mentored junior and middle designers through hands-on feedback and project guidance helping them grow.
- Contributed to 10+ presale and discovery engagements as a formal part of the design lead role, including project estimations, extra miles, client meetings and workshops.
- Established the company's design presence and culture: launched and led [Behance](#) and [Dribbble](#) profiles, initiated internal public talks and organized team-building activities for the design team.

### Zajno

Digital Designer | 2019 – 2021

- Led full-cycle design projects for global clients, including AI, FinTech, HealthTech, e-commerce and SaaS products.
- Created Dribbble shots that drove inbound leads — 2 shots featured in Muzli and surpassed 1K likes each.
- Built a scalable white-label design system that reduced full app rebranding (logo, colors, theming) from weeks to hours.

## Freelance

Digital Designer | 2016 – Present

- Collaborated with global clients and design studios — including Fortune 500 projects — achieving Top Rated status on Upwork with 20+ five-star reviews.

## Mentoring

### Projector Institute

UI/UX Design Beginning Course | 2025 – Present

### Sochnik Design School

Figma and Web Design Courses | 2019 – 2022

## Education

### Product Analytics

Coursera | In Progress

### Strategic Leadership

Projector

### Bachelor of Computer Science

V. N. Karazin KNU

## Public Talks

### 8 Lessons About Teamwork

Sloboda Talks

### Figma for Non-Designers

Sloboda Talks

### Creativity as a Tool

Zajno Design Meetup

## Skills

### Tools

Figma, Miro, Jira, Notion, Confluence, Loom

### Design

UX Research, User Interviews, Usability Testing, Design Systems, Information Architecture, Human Interface Guidelines and Material Design

### Development

HTML, CSS, JavaScript, GitHub, Storybook, TestFlight, Vercel

### AI

Claude Code, Claude Design, UX Pilot, Nano Banana, v0

### Soft Skills

Design Critique, Mentoring, Presales & Discovery, Workshop Facilitation, Public Speaking

## Languages

### English

Advanced

### Ukrainian

Fluent

### Armenian

Basic

