

Artavazd (Arto) Baghdasaryan

Lead Product Designer

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Summary

Design leader with 10+ years delivering data-driven, user-centered products across AI-powered consumer apps and EdTech. Expert at blending research, analytics, and visual craft to drive activation, retention, and revenue. Aligns design with strategic business goals and guides cross-functional teams.

Skills

User Research, Product Strategy, UX Design, Interaction & Visual Design, Design Systems, Information Architecture, Accessibility, Prototyping (Figma, Adobe XD), Analytics (Amplitude), A/B Testing, Design Sprint, Customer Discovery, Agile, Leadership, Mentoring

Experience

Lead Product Designer | Iris Dating | Remote (New York, NY) | 2019 – 2025

- Designed the AI-powered MVP and helped grow the product to 4 million global users.
- Built an AI training flow adopted by 93% of users.
- Redesigned onboarding, reducing new-user drop-off from 32% to 19%.
- Introduced a pay-walled Mutual Match feature, cutting time-to-conversion by 40% and tripling conversions to the highest-tier plan from 0.05% to 0.15%

Lead Product Designer | Arnata | Remote (San Francisco, CA) | 2024

- Partnered with YC-backed startup to build AI Agents for logistics industry.
- Designed an AI load-sourcing flow that auto-vets and quotes carriers.
- Designed data-integration UI supporting 10+ external APIs.

Lead Product Designer | Koreez | Yerevan, Armenia | 2023 – 2025

- Created the Koreez competition web platform and iOS/Android quiz app.
- Conducted in-person discovery with 200+ students and 30+ teachers, directly shaping the product roadmap and UX.

Product Designer | Dasaran | Yerevan, Armenia | 2011 – 2019

- Scaled an award-winning K-12 platform to 1500 Armenian schools. Designed analytics dashboards, a school-management system, and a secure social network. Recognized by UNDP Accelerate 2030 global Top-5, the Armenian Presidential Award, the Golden Commemorative Medal, and other honors.
- Designed interactive learning modules and educational games with UNICEF, Save the Children, the U.S. Embassy, the UN, and the World Bank.

Education

M.A. Architectural Design | National University of Architecture & Construction of Armenia

Certifications

Career Essentials in Business Analysis, Data-Driven Research & Design, Agile UX Design & Research, Storytelling to Influence Leadership, Effective Communication, Responsive Web Design, Design Psychology, Product Analytics

Honors & Awards

- Grand Prix, Best Urban Planning | International Student Workshop | France.
- Featured on Behance (UI/UX, XD, Photoshop, Game Design)

Languages

Armenian (native), English (fluent), Russian (fluent)