

# Mariam Morozova - Abrahamyan

+374 41484820

mariam.morozova@gmail.com

<https://mariammorozova.com/>

[inkedin.com/in/mariammorozova](https://www.linkedin.com/in/mariammorozova)

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## PROFESSIONAL SUMMARY

Experienced Senior Product Designer with a strong background in UI/UX, front-end engineering. Around 20 years of expertise in creating user-centered designs, mentoring aspiring designers, and leading cross-functional teams. Painter and furniture designer by night.

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## PROFESSIONAL EXPERIENCE

### Sailfish AI

#### Founding Design Partner / Product Designer

October 2024 – present

- Led the full product design of a new AI-powered analytics platform from concept to MVP.
- Built the platform from the ground up: architecture, workflows, user journeys, UI, and design system.
- Advised the team on product strategy, usability, and feature prioritization.

### Fohlio Software

#### Product Design Lead

April 2022 – July 2025

- Led design and development of core features, driving user engagement and product growth.
- Managed and mentored a small, product design team to deliver innovative solutions.
- Enhanced collaboration between design and engineering teams, streamlining workflows and fostering a culture of shared ownership.
- Applied data-driven design principles by leveraging analytics to identify opportunities and validate design decisions.
- Developed a comprehensive design system, including reusable UI/UX patterns, page templates, and detailed style guides to ensure consistency across the product. Collaborated with developers and stakeholders to enhance product functionality and usability.
- Partnered with developers and stakeholders to optimize product functionality, ensuring alignment with user needs and business goals.
- Conducted extensive user research and usability testing to refine designs and enhance overall user experience.

### Senior Product Designer | UI Developer

#### Teamble Software

September 2013 - April 2022

- Designed and developed front-end solutions.
- Optimized user flows and interfaces
- Integrated UI/UX best practices into the product development process.
- Applied data-driven design principles by leveraging analytics to identify opportunities and validate design decisions.
- Developed a comprehensive design system, including reusable UI/UX patterns, page templates, and detailed style guides to ensure consistency across the product. Collaborated with developers and stakeholders to enhance product functionality and usability.
- Conducted extensive user research and usability testing to refine designs and enhance overall user experience.

## UI/UX Coach

### Business Development Group

September 2020 - April 2022

- Trained over 200 professionals in UI/UX principles and tools.
- Developed comprehensive training materials and workshops.

## Front-End Engineer

### Volo

September 2012 – September 2013

- Contributed to the development of Questrade.com.
- Improved site performance and responsiveness.

## Co-Founder

### Genesis Studio

2006 – 2012

## Graphic Designer

### Various Companies

2001 – 2006

- Delivered high-quality graphic designs for print and digital media.
- Participated in exhibitions showcasing computer graphic art.
- Designed UI/UX and graphic assets for diverse clients.
- Managed multiple projects and teams simultaneously.

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## EDUCATION & CERTIFICATIONS

### Yerevan State Academy of Fine Art

September 1996 – June 2001

Bachelor's in Yerevan State Fine Arts Academy

## NOTABLE ACHIEVEMENTS

- Featured in exhibitions at the Artist Union of Armenia and Gyumri (2001).
- Co-founded Genesis Studio, delivering design solutions for a global clientele.

## SKILLS

- Design Tools: Adobe Creative Suite, Sketch, Figma, InVision
- Analytic Tools: FullStory, LogRocket, Pendo, HubSpot
- Technologies: HTML, CSS, JavaScript.
- Soft Skills: Leadership, mentoring, collaboration, communication.

## LANGUAGES

- Armenian: Native
- Russian: Fluent
- English: Fluent