



Haykaz Khroyan

Product Designer

I work in product design and branding, enjoy designing digital services, solving business problems, and creating a convenient user experience.

WORK EXPERIENCE

2025-Now

Head of Design at Cake It Easy (Norway)

Working on a web and mobile app of a Norwegian marketplace for ordering custom cakes from 450+ local bakeries

2023-2025

Head of Design at Softline Digital (Russia)

Managed a small team of designers, coordinated the support of five digital products, and was responsible for planning the development of design processes.

2022-2023

Product Designer at Softline Digital (Russia)

Launched five products for the domestic market in the fields of retail, artificial intelligence, and industrial safety.

2021-2022

Product Designer at TechnoDiasoft (Russia)

Worked on internal B2E products for Sberbank, focused on interface design, user scenario optimization, and support of the SBOL design system.

2019-2021

Product Designer at Beining & Bogen (Norway)

Focused on product design: participated in the launch of four products and developed a design system for a smart home mobile application.

2017-2019

Art Director at Digital Factory Agency (Armenia)

Managed a small team of designers, successfully completed numerous branding projects in the service and HoReCa sectors.

2015-2017

Brand Designer at MAROG Creative Agency (Armenia)

Started career as a designer focused on branding and packaging design. Winner of the international PENTAWARDS SILVER 2017 for a branding project.

EDUCATION

2007-2012

Degree in International Relations

Russian-Armenian (Slavonic) State University

since 2007

Design

Self-taught in design and user experience (UX) through curated programs, specialized courses, and practice. Ongoing development of skills in visual communication, interface design, and user scenario research.

HARD SKILLS

Product Design

I create interfaces, wireframes, and prototypes

Work with UI kits and design systems

Design user flows and write user stories

Conduct user research and build customer journey maps (CJM)

Have a basic understanding of front-end development (HTML, CSS, JavaScript)

Design responsive layouts for various platforms

Proficient in Figma, Sketch, Adobe XD, Principle

Graphic Design

I develop brand identity and visual branding

Create layouts for digital and print materials

Work with typography and adapt fonts to design needs

Prepare files for print and understand printing requirements

Have a solid grasp of composition, color, and visual hierarchy

Create simple animations and understand the basics of motion design

Proficient in Adobe Photoshop, Illustrator, InDesign, After Effects, Figma

Project Management

I manage projects at all stages of the lifecycle

Work with Agile methodologies (Scrum, Kanban)

Proficient in project management tools: Jira, Trello, Asana, Linear

SOFT SKILLS

I take a holistic view of the product, considering both business goals and user needs

Generate unconventional ideas that drive results

Work effectively in a team and share knowledge

Communicate clearly with developers and stakeholders

Design with a focus on real user experience

Accept criticism reasonably—even if it hurts inside

Adapt to change while staying focused on outcomes

Continuously develop skills to adapt faster to new challenges

Enjoy bringing projects to completion

Set clear tasks and meet deadlines