

DIANA KOSTANDIAN

Senior UI/UX Designer | Web, Communication, Marketing

Yerevan, Armenia | English (Professional, C1) · Russian (Native) · Armenian (Conversational)

Portfolio website: kostandiana.com

PROFILE

Marketing Designer with 4+ years turning ambiguous problems into high-converting digital design, with a product-minded eye for usability. Led design on an Web3 wellness mobile MVP that helped secure \$250K in seed funding, and have since driven brand identity, campaigns, and landing pages that convert for startups and agencies across the US, UK, and Armenia. I combine skillful craft and distinct taste.

EXPERIENCE

UI/UX Designer — Async, Yerevan, Armenia 2025 – Present

- Led the website redesign as part of Async's rebrand from Podcastle to Async, aligning visual identity across all touchpoints
- Built and maintained a scalable foundations system supporting the rebrand's rollout across web and marketing
- Designed email campaigns and blog experiences to support the transition and ongoing engagement
- Generated and curated AI-powered visual content to support the rebrand's design language

UI Designer — Podcastle, Yerevan, Armenia 2025

- Designed landing pages for Podcastle.ai, improving visual consistency and overall user experience across the site
- Maintain a scalable design system and marketing foundations used across the product and marketing teams
- Designed product and marketing email campaigns to support engagement and conversion goals

UI/UX Designer — 2V Modules, Yerevan, Armenia 2023 – 2025

- Partnered with 8+ B2B and B2C clients as an outsourced UI/UX designer, taking projects from early concept through shippable design
- Designed and validated MVPs for early-stage products
- Led end-to-end website and product design – user flows, wireframes, high-fidelity UI, and design systems, tailored to each client's brand and audience
- Collaborated directly with founders, product managers, and developers across industries, translating business goals into intuitive user experiences

Product Designer — Untapped Ventures, Los Angeles, CA (Remote) 2022 – 2024

- Worked as the sole product designer supporting multiple early-stage startups in Untapped Ventures' portfolio, working directly on MVP design across web and mobile products
- Designed the first interactive prototype for Fitcoin, a Web3 mobile app, covering key user scenarios that helped the founding team secure early-stage funding
- Owned end-to-end UI/UX for Teamfulness, a mental health web application for teams, maintaining design consistency and usability as the product evolved

UI/UX Designer — Passionate Design Agency, London, UK (Remote) 2022 – 2023

- Designed high-fidelity, responsive interfaces aligned to brand guidelines for multiple client projects
- Built interactive prototypes and worked closely with developers through implementation
- Created social media graphic assets to support client marketing campaigns

SKILLS

Design: Figma, Adobe Suite, Claude Design, Webflow, Image+video generative models

Research & UX: Competitor Analysis, Information Architecture, User Journey Mapping, Usability Testing

Collaboration: Jira, Slack, Miro, Asana, Figma

Strengths: Strategic problem-solving, empathy-driven design, clear communication, adaptability, attention to detail

EDUCATION

Communication Design — National Research University, Higher School of Economics 2026-2027

Bachelor of Oriental Studies — National Research University, Higher School of Economics 2016 – 2020

CERTIFICATIONS

- UI/UX Design Level Up — Picsart Academy, 2023

- UI/UX Design — Armenian Code Academy, 2021