

# MARINE MAKARYAN

## Senior Visual Designer

### LinkedIn

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(415) 230 92 77

### PROFILE

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Sr Visual / Product Designer with over 15 years of experience building products from concept stages to launch. As a creative, I leverage my knowledge and experience to genuinely support individuals and businesses. My ultimate goal is to understand your needs and deliver captivating, engaging visual experiences that resonate with your audience and core values. I achieve this through a holistic, customer-centric design process that is based on communication, collaboration, and empathy.

### EXPERIENCE

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- Senior Visual Designer | BMC Software** Oct 2019 — Jun 2023
  - Conceptualized and executed designs for integrated campaigns, including marketing materials, presentation decks, catalogs, and digital storytelling.
  - Collaborated with cross-functional teams to bring seasonal expressions to life across various touchpoints, ensuring consistency in brand identity.
  - Presented innovative ideas to enhance the brand's identity through new print and digital layouts.
  - Worked closely with UI/UX partners to optimize user experience and uphold design standards.
  - Managed workflow to meet business and creative deadlines.
  - Managed communication with internal colleagues and stakeholders, ensuring alignment on visual design objectives and deliverables.
  - Champion visual design excellence, fostering a culture of continuous improvement within the team.
  - Supported the learning and development of team members, investing in the growth of their visual design capabilities.
- Lecturer - Digital Media & Graphic Design | French University of Armenia** Oct 2013 — May 2018
  - Instructed visual and branding design concepts to both undergraduate and graduate students.
  - Developed comprehensive syllabi and lesson plans to align with prescribed learning outcomes.
  - Demonstrated up-to-date subject-matter expertise to enhance students' understanding.
  - Promoted cohesive learning by integrating concepts throughout the academic program.
- Sr. Designer for Visual, Brand, Graphic and Event | McCann Worldgroup UK & Europe** Oct 2009 — Jan 2010
  - Defined a consistent design system across web, email, presentation decks and print materials to be easily implemented by non-designers.
  - Collaborated with creative director to conceptualize marketing campaigns for newly acquired assets.
- Product Designer | Pernod Ricard** Jul 2008 — May 2009
  - Orchestrated design and production for Pernod Ricard's National Gallery opening event.
  - Collaborated on captivating visual concepts and coordinated design elements.
  - Led UX/UI projects for websites, apps, and diverse media.
  - Conceptualized and executed branding, installations, print, and packaging.
  - Contributed significantly to brand development for all Pernod Ricard brands.
- Graphic Designer | Matit Design Studio** Mar 2004 — Jun 2008
  - Led and coordinated end-to-end design initiatives, fostering stakeholder collaboration throughout.
  - Conducted user research, identifying key requirements and areas for improvement.
  - Created impactful wireframes, prototypes, and user flows, facilitating informed decision-making.
  - Developed visually appealing designs and design systems for consistent product offerings.
  - Collaborated closely with developers to ensure seamless design implementation.

### PORTFOLIO

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<https://mmsart.com>

### EDUCATION

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VISUAL & INTERACTIVE DESIGN  
VISUAL MEDIA DESIGN  
CITY COLLEGE OF SAN FRANCISCO, CA

WEST LONDON COLLEGE LONDON, UK

STATE ACADEMY OF FINE ART ARMENIA  
MASTER'S DEGREE OF  
GRAPHIC DESIGN AND  
DIGITAL MEDIA

### HARD SKILLS

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Design systems  
Wireframing and prototyping  
Visual design  
User research and analysis  
Information architecture  
Interaction design  
Agile methodologies  
Project management  
Team leadership and guidance

### TOOLS

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Figma  
Html / CSS  
Jira / Trello / Miro  
Adobe CS