

Silvia Arakelyan, Product Designer

Barcelona, Spain. Eligible to work in the EU

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Summary of Qualifications: Product designer with 6+ years of experience in web and mobile apps. Specialized in end-to-end design processes, **AI solutions, user activation and engagement growth**. Skilled in wireframing, prototyping, JTBD, user interviews, and UX testing. Currently based in Barcelona and open to remote opportunities.

Professional Experience

Manychat

Barcelona, Spain

The world's #1 messenger marketing platform and official Meta partner, serving 1M+ clients across 170+ countries. I collaborated closely with PO as part of cross-functional teams.

Senior Product Designer

Apr 2023 — Apr 2024

- Led the design of the Instagram Creator Activation, introducing personalization and streamlining triggers. These changes significantly reduced the time required for automation setup and contributed to a 15% increase in user activation.
- Led the design effort for AI Assistant from scratch to public launch, including ICP discovery, testing a demo version, gathering feedback, and iterating based on finding. Achieved a 36% CR for publishing AI flows and 20% retention for the feature.

Product Designer

Feb 2020 — Mar 2023

- Designed the Flowbuilder Simulator (WYSIWYG), enabling users to test chat automations without native Meta apps. The Simulator is used by over 45,000 accounts monthly, leading to an increase in the CR for publishing from 50% to 62%.
- Contributed to 10+ growth activation experiments, enhancing onboarding, education, and marketing flows, which led to a 12% increase in the CR for publishing automations.
- Designed features for churn prevention and revenue retention for Facebook Messenger users, including Recurring Notification features, OTNs, and exit surveys, reducing churn by 18%.

SberFood & Plazius App

Moscow, Russia

Product Designer

January 2019 — Mar 2020

SberFood is a platform for discovering restaurants, booking tables, ordering food, and making cashless payments. I was working as a member of a team, consisting of 3 designers.

- Designed the integration of Plazius functionality (pre-ordering and bill splitting) into the SberFood app, enhancing usability and increasing user engagement.
- Co-designed the SberFood app concept, including CJMs, personas, use cases, and initial designs, contributing to the app reaching 1M MAU and generating \$2M in annual revenue.
- Conducted 10+ UX research studies, providing actionable insights that drove design improvements and boosted adoption rates.

Designer

Sept 2018 — Dec 2019

Plazius is the world's first full-cycle restaurant checkout app, offering pre-ordering, bill preview, splitting & sharing, payment, loyalty programs, and e-tips. Worked under the guidance of the Art Director.

- Redesigned user flows for Plazius, performing competitor analysis and UX testing, which increased pre-orders from 424 to 7,130 within two months.
 - Contributes to the first version of the design system, reducing development time for new features by 20% and ensuring consistency across platforms.
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Skills: Product Design | UI/UX | Prototyping | UX Research | A/B Testing | Design System | Personal Management | Mobile app design (iOS, Android) | Agile Development | Metric-focused approach | English (B2), Russian (Native)

Education: Digital Product Design and Programming. HSE Art and Design School.