

# ANGIE AYVAZIAN

UX/UI & Branding Designer|  
Los Angeles

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Portfolio: [www.AngieDesignLA.com](http://www.AngieDesignLA.com)

## CORE DESIGN SKILLS

- UX/UI Design
- User Research & Usability Testing
- Journey Mapping
- Wireframing & Prototyping
- Visual Design
- Typography
- Branding System
- Heuristic Evaluation
- Information Architecture
- Accessibility & Inclusive Design
- Responsive Design
- Working Knowledge of HTML/CSS

## TECHNICAL TOOLS

- Figma
- Adobe XD
- Illustrator
- Photoshop
- InDesign
- Adobe Dimension
- Canva
- Pacdora
- After Effects
- Adobe Premiere Pro
- Media Encoder

## LANGUAGES

- English
- Farsi
- Armenian

## INTERESTS

HEALTH TECHNOLOGY

INNOVATION

RESEARCH

PHOTO & VIDEOGRAPHY

GROUP COLLABORATION

TRAVEL & CULTURAL EXCHANGE

DESIGN FOR SOCIAL GOOD

## PROFILE

UX/UI designer with a background in branding and communication design, focused on creating inclusive, research-driven experience that bridge digital and physical interaction. Passionate about solving real-world problems through storytelling, strategy, and human behavior insights. Experienced in designing for mobility, accessibility, and intuitive systems that enhance user-well-being and operational efficiency.

## EXPERIENCE

### Toyota Cargo Dashboard-UX Designer | Jan-May 2024

- Proposed new navigation features to improve cargo logistics efficiency. Designed mid-to-high fidelity prototypes and wire-frames using Figma.

### Savant Smart Table App | Jan-May 2024

- Designed braand visuals and user interface for a tablet app; supported inclusive storytelling and layout design using Figma and Adobe XD.

### Tako Grill App-UX/UI Designer | Jan-May 2024

- Rebranded an existing restaurant and designed tablet & mobile app.
- Designed logo, menu system, and UI using Figma and Illustrator.

### CSUN Class Registration Redesign-UX Designer | Jan-May 2024

- Redesigned student portal using surveys, j. maps, and wireframes.

### CSUEA Brand Redesign-UX & Visual Design, IXLA Club | May 2025

- Design chosen from 11 submissions for CSUEA's new brand identity.
- Delivered branding assets aligned with a modern visual identity.

### Sumner Community Food Bank-UX & Visual Designer | Aug-Dec 2024

- Designed Instagram reels, calendar and templates for community events.
- Selected design direction among 3 team submissions by client vote.

### UX Audit 10 Products -UX Analyst | Jan-May 2024

- Identified design flaws in 10 real-world products and proposed improved solutions using UX principles.

## EDUCATION

### California State University, Northridge

Bachelor of Communication Design | (GPA: 3.5) | Graduated: May

### 2025 Glendale Community College

Associate Degree in Fine Art | 2021

### Vocational School of Esfahan, Iran

Associate Degree in Photography and Film Production | 2000-2002

## AWARDS & CERTIFICATES

### Dean's List, CSUN (GPA 4.0)

Awarded academic scholarships for consistent top performance

### College Artist of America Scholarship | 2023

Awarded for excellence in Fine Art

### Google UX Design Certificate Coursera | 2024

Learning AI tools for design optimization.