



Vigen Minasyan

Product Designer

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About

Product designer with eight years of experience across crypto, iGaming, and B2B SaaS. I work end to end, from research and problem framing through to shipped interfaces, and I'm most useful on products where the domain is complicated and the details matter.

Experience

Sr. Product Designer, Freedx — 2025 to 2026

Designed a centralized crypto exchange from the ground up across web and mobile. Responsible for the full UX and UI of the platform, from onboarding and verification through to trading and asset management. Proposed and designed the mobile home screen widget system, which shipped in two sprints.

Sr. Product Designer, Lynon — 2024 to 2025

Back office system for a B2B casino platform. Built the tournament management section from scratch and led UX design on a next-generation Bonus Engine for more flexible campaign operations. The Bonus Engine won the SIGMA 2025 Award for Best Bonus Engine.

Sr. Product Designer, TokenWin — 2024

Joined at an early stage and designed the product from scratch, working directly with the CPO, CTO, and developers. Designed the crypto deposit flow around four irreversible failure modes, alongside the main product and a separate back office.

Sr. Product Designer, Act-On Software — 2021-2024

Marketing automation platform. Worked with Act-On's product and design team in Portland on hierarchical data interfaces, including a tree table component tested with customers and shipped into the existing design system.

Product Designer, VBet — 2020 to 2021

Improved the main website and mobile apps, and designed new sites for EA Sport and Horse Racing.

UI/UX Designer, Fifth LLC — 2018 to 2020

Designed and shipped visual and functional solutions across two products in parallel.

Graphic Designer, Trilogy — 2017 to 2018

Where the design career started. Advertising, branding, logos, merchandise packaging, and banking terminals.

Skills

Figma, FigJam, Adobe Photoshop, Adobe Illustrator, HTML/CSS

Design systems, user research, usability testing, prototyping, end-to-end product design

AI tools in day-to-day design work

Education

ASPU, Faculty of Culture — 2014 to 2019