

# Alla Kocharyan

## Senior Graphic Designer (with UX/UI experience)

 [allakocharyan.com](http://allakocharyan.com)

 [UX/UI Portfolio](#)

 +374 91 574585

 [www.linkedin.com/in/allakocharyan](http://www.linkedin.com/in/allakocharyan)

 [allakochar@gmail.com](mailto:allakochar@gmail.com)

### SUMMARY

Graphic Designer with 10+ years of experience in digital, branding, and print design, specializing in visual identity and marketing design. Proven ability to work remotely with international teams across various industries, including crypto, betting, and eCommerce. Strong focus on visual consistency and modern design trends, delivering high-quality results across web, mobile, and print platforms.

### PROFESSIONAL EXPERIENCE

#### Graphic designer @ Shoonch

May 2025 – Present (Cooperation)

- Design of bottle labels and various packaging designs for print and events.
- Developed various print files for both large-scale and small-scale projects.

#### Senior Graphic designer @ MaskEX

November 2021 – February 2025 (on-site & remote)

- Designed social media visuals, app and website banners, presentations, and noted branding materials.
- Produced a wide range of print materials including billboards, brochures, business cards, roll-ups, and promotional assets.
- Collaborated on app and landing page designs to ensure cohesive and professional visuals across all platforms.
- Worked closely with marketing and product teams in a remote environment.

#### Senior Graphic designer @ Winf

November 2021 – December 2022 (on-site)

- Created visually compelling digital designs for crypto betting platforms.
- Designed social media and website assets tailored to target audiences in the betting industry.
- Maintained consistent brand identity across multiple digital channels.

#### Senior Graphic designer @ Arctx

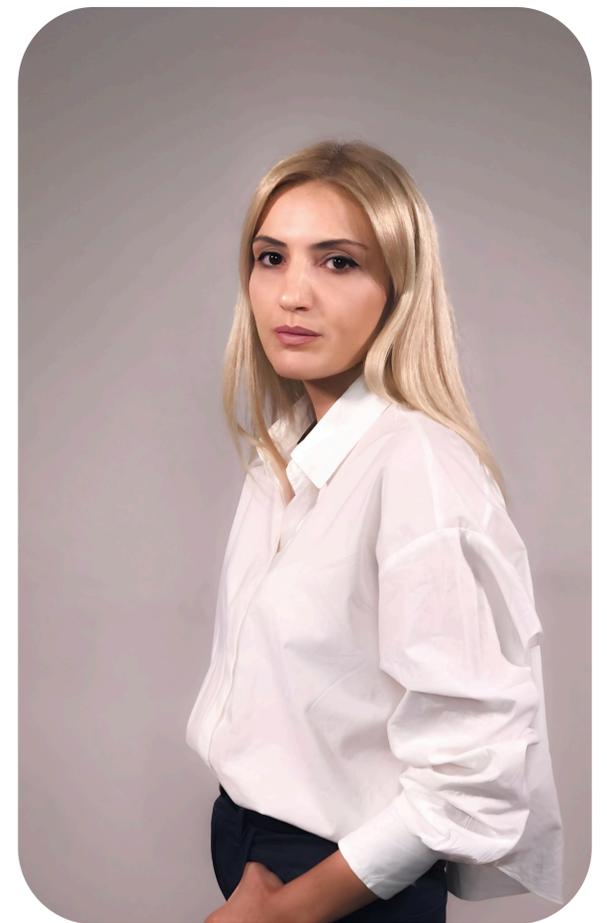
July 2021 – November 2021 (on-site)

- Produced visual content for social media and websites focused on betting – themed campaigns.
- Designed engaging visuals to increase user engagement and retention.

#### Senior Graphic designer @ Juniper

January 2021 – April 2021 (Remote)

- Designed catalogs, brochures, and print materials aligned with brand identity.
- Developed visual assets supporting marketing and sales objectives.



### TECHNICAL SKILLS

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE INDESIGN

ADOBE AFTER EFFECTS

FIGMA

AI DESIGN TOOLS

MICROSOFT POWERPOINT

### LANGUAGES

ARMENIAN C2

ENGLISH B2

RUSSIAN B1

### Senior Graphic designer @ Nout.am

November 2015 – October 2020 (on-site)

- Worked on eCommerce website design including landing pages and promotional layouts
- Developed branding materials and social media visuals for marketing campaigns.
- Designed large format print materials and in-store visuals to support sales and brand visibility.

### Sport Coordinator / ISU Representative / Graphic Designer @ Figure Skating Federation of Armenia

October 2012 – Present (part-time)

- Coordinated organizational activities for members of the national figure skating team.
- Managed participation in national and international competitions.
- Designed competition-related graphics, billboards, roll-ups, and branding materials.
- Developed visual identity assets while handling operational responsibilities.

## PROFESSIONAL COURSES

### ReArmenia Academy December 2025

- Completed the "Level Up" training course in AI tools.

### Cowo academy February 2021 – April 2021

- Completed training course in Product Design

### Microsoft Innovation Center Armenia January 2017 – April 2017

- Completed training course in UI/UX Design

### Kojoyan Design School Studio January 2013 – May 2014

- Advanced Graphic Design & Advertising course (composition and graphic design).

## EDUCATION

### Armenian State Pedagogical University after Khachatur Abovyan

September 1997 – June 2002

- Faculty of Art Education

## CERTIFICATES

Certificate of Completion – Advanced English Language Course

Certificate of Completion – UX/UI Design

Certificate of Completion – Product Design

Master's Degree in Graphic Design & Advertising

Member of the International Society of Designers

Fine Arts & Decorative Arts Teacher



## SOFT SKILLS

CREATIVITY

ATTENTION TO DETAIL

PROBLEM-SOLVING

TIME MANAGEMENT

COLLABORATION

ADAPTABILITY

## HOBBIES

FITNESS & SWIMMING

PHOTOGRAPHY