

Mike Hakobyan

Senior Product Designer · B2B SaaS · Design Systems

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SUMMARY

Senior Product Designer with 9+ years designing B2B SaaS, fintech, edtech and mobile products, from discovery and complex workflows to polished UI, design systems and prototypes. I turn data-heavy, messy problems into clear products and build design systems that keep teams consistent and fast. Most recently I made EatApp's 150+ component system AI-ready, cutting token setup, documentation and early explorations from days to hours while design decisions stayed with the team.

EXPERIENCE

EatApp · Senior Product Designer

Dec 2025 – 2026

Restaurant reservation and management SaaS · Remote (Dubai, UAE)

- Designed end to end across B2B and B2C product surfaces on web and mobile, working closely with product and engineering.
- Audited **150+ Figma components** and rebuilt them on a two-layer token system (primitives + semantic, light + dark), so one change updates every component.
- Documented the system for designers, developers (Figma token → CSS variable → Tailwind class) and AI tools, creating one source of truth.
- Connected the system to Claude through Figma MCP, so new explorations (navigation system, 4-step WhatsApp campaign flow, AI assistant flows) used real components; setup, docs and early explorations got **10x+ faster**.
- Reviewed every generated screen for off-system patterns before engineering handoff.

Source Advisors (GOAT.tax) · Senior Product Designer

May 2025 – Dec 2025

B2B tax and fintech platform · Remote (US)

- Designed complex financial and tax workflows, including data-heavy dashboards and reporting.
- Built scalable UX/UI patterns with US-based product and engineering teams.

Fireart Studio · Senior Product Designer (Contract)

2025

Design and development studio · Remote

- Delivered end-to-end UX/UI for multiple client products, including user research and usability testing.
- Mentored junior designers and aligned design direction between product, engineering and client teams.

Factor Eleven · Senior Product Designer

Jul 2023 – Feb 2025

Advertising SaaS · Remote (Giessen, Germany)

- Sole designer of a finance dashboard that replaced scattered spreadsheets, giving leadership one view of MRR, CAC, burn rate and runway.
- Designed data-dense dashboards for planned vs. actual revenue across hundreds of advertising campaigns.
- Ran discovery with the CFO, CEO and engineering lead: interviews, shadowing reporting routines and benchmarking tools like ChartMogul.
- Shipped reusable KPI cards, modular data visualizations and WCAG-compliant status colors; mentored designers and improved the design process.

Globber · Senior Product Designer (Contract)

Mar 2022 – Jun 2025

Package-forwarding and logistics · Yerevan

- Designed a package-forwarding product from scratch across iOS, Android and web, built around tracking and delivery clarity.

Hotelchamp · Product Designer (Contract)

Mar 2022 – Sep 2022

Hotel-marketing SaaS · Amsterdam, Netherlands

- Redesigned the platform and **reduced support calls by 28%** through a clearer, more intuitive design.
- Ran a heuristic evaluation, then took 64 screens through 136 iterations, validated with long-term users.
- Created a design system (token foundations + components) with 100% design-system linkage across final screens.

- Designed end to end, from research to delivery, and redesigned the core learning experience for focus and progress.
- Created and maintained the design system behind the product's consistency and delivery speed; mentored designers.

- Created motion graphics, animated assets and micro-interactions, the base of my interaction and animation craft.

SELECTED WORK

- [EatApp — AI-ready design system](#). 150+ components tokenized, documented and connected to Figma MCP.
- [Factor Eleven — finance dashboard](#). Planned vs. actual revenue for a SaaS advertising platform.
- [Hotelchamp — platform redesign](#). 28% fewer support calls and a new design system.

SKILLS

- **Product design:** end-to-end product design, UX strategy, complex B2B workflows, information architecture, interaction design, data-dense dashboards, web, iOS and Android, accessibility (WCAG).
- **Design systems:** design tokens, Figma variables, light/dark theming, component libraries, documentation, governance, design-to-code alignment (CSS variables, Tailwind).
- **Research & collaboration:** stakeholder interviews, usability testing, heuristic evaluation, prototyping, developer handoff, mentoring.
- **AI-assisted workflows:** Figma MCP, Claude, Claude Code, Cursor, Lovable, AI-assisted prototyping, with human review before handoff.
- **Tools:** Figma, FigJam, After Effects, Lottie.