HAYK BABAYAN

Graphic Designer & Visual Identity Specialist

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SUMMARY

I'm a graphic designer with 6+ years building brands, visual systems, and marketing assets for startups, freelance clients, and EU-funded programs. I've led projects from first sketch to final delivery, worked directly with founders, and produced work across 12+ industries. My experience spans collaborations with some of the world's biggest and most innovative companies — including Anthropic, VenHub, and global clients across the US and Europe — bringing the same level of craft and intention to every scale of project. My focus is on design that's clear, intentional, and built to last.

EXPERIENCE

Design Prompt Expert — Anthropic

Mar 2026 – Present

Contract | *Remote* | anthropic.com

- Worked as a design prompt expert for Claude Design — contributing expertise to train and refine the model's design output quality
- Developed and refined design prompts to guide AI-generated visual outputs, ensuring consistency with brand standards and user experience goals
- Collaborated with cross-functional teams including product, research, and engineering to align design direction with model capabilities
- Created prompt frameworks and documentation to systematize AI-assisted design workflows for internal teams
- Provided feedback on UI/UX design iterations for Claude's web and mobile interfaces, contributing to accessibility and visual clarity improvements
- Participated in evaluating and testing visual outputs for quality, coherence, and alignment with Anthropic's design principles

Graphic Designer — AgroLink

Sep 2024 · Oct 2025

Startup Collaboration | *Yerevan, Armenia* | agrolink.am

- Designed the full brand identity from scratch — logo, color system, and typography — for a launch-stage agri-tech startup
- Produced investor-ready pitch deck visuals that supported the company's early funding conversations
- Delivered 30+ marketing and digital assets over 18 months, maintaining visual consistency throughout rapid product changes

Graphic Designer — Tech 404

Jan 2021 – Present

Full-Time | *Yerevan, Armenia* | tech404.am

- Designed all investor pitch decks, crafting visual narratives to support fundraising efforts
- Created social media content — posts, banners, and campaign visuals — maintaining brand consistency across platforms
- Built internal and external presentations used across business, product, and partnership contexts
- Contributed to website design, shaping the company's digital presence and user-facing visuals
- Contributed to the team reaching Top 20 at Plug and Play Armenia Acceleration Program (2025)
- Supported winning a National Government Grant through design and presentation materials (2025)

Graphic Designer — **Glowbright** Jan 2024 – Oct 2025

Freelance Contract | *Remote* | glowbright.io

- Designed brand identities for startups and small businesses, from logos to full visual systems
- Created social media visuals and campaign graphics for client accounts on Meta and LinkedIn
- Contributed to web design work on client projects built in Webflow
- Had a hand in most design decisions across the agency, making sure everything looked consistent and on-brand

Graphic Designer — **VenHub** Mar 2024 – Mar 2025

Freelance Contract | *Remote* | venhub.com

- Designed visuals for the fixed autonomous retail store format, helping communicate the product concept clearly
- Created banners and website graphics used across their online presence and marketing materials

Motion & Graphic Design Instructor — **EIF** Dec 2023 – Jul 2024

Contract | *Yerevan, Armenia* | eif.am

- Designed and taught a full curriculum in visual communication and motion design for 15+ students
- Guided students through project-based work addressing real-world environmental themes — climate change, ocean pollution, and resource scarcity
- Achieved 92%+ course completion rate with measurable improvement across final student portfolios
- Mentored students across the full production pipeline, from concept and storyboarding to final animated output

Freelance Graphic Designer — **Upwork / Fiverr** Sep 2022 – Present

Self-Employed | *Remote*

- Completed 150+ logo and branding projects across 12+ industries for international clients
- Maintained a 98% satisfaction rating and 40%+ repeat commission rate across both platforms
- Designed logos and brand identities for startups and small businesses
- Created social media graphics and content visuals for clients across various platforms
- Managed client relationships end-to-end — from brief and concept through to final delivery

EDUCATION

Bachelor of Computer Graphics · State Academy of Fine Arts of Armenia · 2021–2025
Concept Art · XYZ School · 2023–2024
Motion Design · Motion Design School · 2021–2022
Graphic Design · Basic IT Center · 2018–2019
Design & Animation · TUMO Center for Creative Technologies · 2017–2019

AWARDS & ACHIEVEMENTS

- Top 20 Startups — Plug and Play Armenia Acceleration Program (2025)
- National Grant — Armenian Government via Tech 404 (2025)
- Investment Winner — Buissup Global Forum — Team Lead (2022)
- Selected EU Educator — EIF Graphic Design Program (2023)
- National Grant — SharpBrains Innovation Project (2021)
- Exoskeleton Project Contributor — QaylTech — Assistive tech for wounded soldiers (2020)

SKILLS

Design Brand Identity, Typography, UI/UX Design, Motion Graphics, Print Design, Editorial Design, Illustration
Tools Adobe Illustrator, Photoshop, After Effects, InDesign, Figma, Premiere Pro, DaVinci Resolve, Procreate
Strategy Brand Strategy, A/B Testing, Project Management, Design Thinking, Client Briefing
Languages Armenian (Native) · English (Fluent) · Russian (Fluent)