

Joseph Cholakyan

Product Designer

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Profile

Sole designer at early-stage AI startups, designing and building product interfaces in code. I draw on my data science background to make dense, technical information feel readable and actionable.

Skills

Design: wireframing, high-fidelity prototyping, interaction design, responsive design, design systems, component libraries, accessibility (WCAG), motion design

UX & research: user interviews, usability testing, journey mapping, affinity mapping, problem framing, heuristic evaluation

Product & delivery: Agile workflows, developer handoff, cross-functional collaboration, design documentation

Tools: Figma, Framer, Sketch, Miro · Adobe Creative Suite (Photoshop, Illustrator, After Effects) · HTML, CSS, Excel · Cursor, Claude Code

Education

UX/UI Design Advanced Certificate

Academy Xi · 2024 – 2025

Completed applied training in end-to-end design processes via real-world client projects.

B.Sc (Data Science, Economics)

University of Sydney · 2020 – 2023

Distinction average (77 WAM)

Design Experience

UI/UX Developer

Prefactor · July 2026 – present

- Sole designer at an early-stage AI startup, designing and building product UI directly in code alongside the founders and engineering team.
- Designed and shipped the product's **first homepage**, then its onboarding, agent monitoring and billing flows, reorganising each around user intent.
- Established the product's **design system**: semantic colour tokens, reusable components and UI patterns shared across Figma and the codebase.
- Built interactive prototypes and production interfaces in **Phoenix LiveView** and **Tailwind CSS**, replacing design handoff with direct implementation.

Product Design Intern

Lyngo AI · February – July 2026

- Designed and shipped a motion system that reduced homepage bounce rate by **34%**, increased signups by **30%** and lifted CTA clicks by **49%**.
- Sole designer working with the founder across brand, onboarding and dashboard redesign, restructuring onboarding so users better understood the product before being asked for API access to sensitive systems.

Product Designer (Contract)

Athly · May 2026

- Built high-fidelity Figma and React prototypes with working interaction states, using AI-assisted coding to test interaction concepts before build.
- Designed the post-call recap and session memory features, giving the product a way to carry context between coaching sessions.

Professional Experience

Operations Assistant / Store Host

MECCA Brands · August 2023 – October 2025

- Delivered exceptional service while managing operations, strengthening communication and stakeholder collaboration.

Customer Care Specialist

Commonwealth Bank · March 2022 – July 2022

- Applied structured problem-solving and workflow management to resolve complex customer enquiries with accuracy and empathy.