CONTACT

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LINKS

LinkedIn /in/davit-arakelyan92
Behance /davitarakelyan92
Upwork Profile

EXPERTISE

Team leadership & Mentoring
Design systems & UI standards
UX research, flows & UI design
Responsive, accessible front-end
Web animation & micro-interactions
Performance optimization
Project & delivery management

TOOLS

DESIGN

Fi Figma
Ps Photoshop
Ai Illustrator
Ae After Effects

CODE

</> HTML / JSX
{} CSS·SCSS·LESS
JS JavaScript
jQ jQuery
Re React

LANGUAGES

Armenian — Native
English — Full professional
Russian — Professional working
French — Elementary

EDUCATION

Master's, E-Business
Armenian State University of Economics
2015 – 2017

Bachelor's, Management Information Systems
Armenian State University of Economics
2009 – 2013

Davit Arakelyan

UI/UX Development Team Lead · iGaming

SUMMARY

UI lead with 10+ years in iGaming, building engaging, high-performing interfaces for web and mobile. I lead UI/UX designers, UI developers and web animators — setting UI standards, running the design system, and carrying ideas from UX research through to production HTML, CSS and JavaScript. Because I both design and build, the handoff between design and engineering is where I do my best work.

10+ yrs
designing & building for iGaming

30–70%
less UI dev time via the design system

3 disciplines
Design, UI development & Web Animation under one lead

EXPERIENCE

VBET · SoftConstruct — Jun 2020 – Present

UI/UX Development Team Lead — Aug 2023 – Present

- Built and maintain the design system, reducing UI inconsistencies and cutting development time by 30–70%.
- Mentor designers, UI developers and animators through structured reviews; align design, product and engineering.
- Introduced performance strategies that improved page-load speed and responsiveness.

Web Animation Team Lead — May 2021 – Present

- Lead a creative team delivering performance-optimized web animations that lift engagement and brand storytelling.

Also: Web Animation Specialist (2020–21), HTML5/CSS3 Tutor (2021)

Upwork — Freelance — Feb 2016 – Present

Web Designer & Front-end Developer

- Brand-aligned UI, component libraries and design systems, shipped as responsive, cross-browser, pixel-perfect front-end.

TotoGaming — Web Designer & Front-end Developer — Oct 2016 – Nov 2019

- Designed and built responsive, engaging websites, pairing creative design with solid front-end engineering.

Contract 2019 – 2022

Idram Payment System Frontend Developer · **WEBFY CORP** Web Animation · **Deep Agency** Web Animation · **Italian product co.** Senior UI/UX Designer

Earlier 2016 – 2020

Digitain Markup Specialist · **Join Card** Brand Specialist & Designer · **KSPE LLC** Web Designer · **Selected Systems** Web Designer & Front-end Developer