MIKAYEL SIMONYAN

SENIOR GRAPHIC DESIGNER & AI DATASET DESIGNER

Senior Graphic Designer and AI Dataset Designer with nearly 5 years of experience working with 50+ brands, leading creative projects across branding, digital marketing, iGaming, and AI-driven initiatives. Skilled in developing scalable visual systems, mentoring designers, and translating business objectives into impactful creative solutions. Leveraging AI-powered workflows and strategic design thinking, I create engaging brand experiences that drive audience engagement, strengthen market presence, and support long-term business growth.

CORE COMPETENCIES

- Brand Strategy & Identity Design
- Creative Leadership & Design Mentorship
- Integrated Marketing Campaigns
- Digital & Social Media Design
- Performance Marketing Creatives
- AI-Powered Design Workflows
- Generative AI Content Creation
- Visual Communication & Storytelling
- Design Systems & Brand Governance
- Art Direction & Creative Concept Development
- Print, Packaging & Production Design
- Stakeholder & Cross-Team Collaboration

SOFTWARE & AI TOOLS

- Adobe Photoshop | Illustrator | InDesign | After Effects | Lightroom | Figma | Claude | ChatGPT | Gemini | Kling | Figma AI | Midjourney | Adobe Firefly | Runway | Flux | Magnific AI

LANGUAGES

- Armenian
- English
- Russian

EDUCATION

SEUA

2020 - 2024 | BSc in Computer Technology

College of SEUA

2013 - 2017 | Web Design

EXPERIENCE

- 2025-NOW **REMOTE SENIOR GRAPHIC DESIGNER AT "1XBET CYPRUS"**
  - Develop high-impact visual assets for global sports betting and casino campaigns across multiple digital channels, producing 100+ creatives monthly. Collaborate with marketing teams to deliver performance-driven campaigns that strengthen brand visibility and support user acquisition and retention across 20+ international markets.
- 2024-NOW **FREELANCE AI DATASET DESIGNER & VISUAL CONTENT CREATOR AT "WIRESTOCK INC"**
  - Design and deliver structured visual datasets for AI training, generating 1,000+ AI-assisted assets through scalable workflows, detailed prompt engineering, and quality-control processes. Create high-quality training data that aligns with business requirements and supports machine learning performance.
- 2024-2025 **LEAD GRAPHIC DESIGNER AT "SPARSIS INTERNATIONAL MARKETING AGENCY"**
  - Led creative projects for 15+ client brands, mentoring designers and overseeing branding, digital campaigns, and marketing materials from concept to execution. Delivered 50+ creative projects while maintaining creative standards, operational efficiency, and alignment with business objectives.
- 2023-2024 **GRAPHIC DESIGNER AND DIGITAL MARKETING SPECIALIST AT "READY STEADY LLC" (ART LUNCH)**
  - Managed visual communication and digital marketing initiatives for a leading HORECA company in Armenia, creating 300+ marketing assets including advertising campaigns, packaging designs, outdoor branding, and social media content. Contributed to increased brand visibility and customer engagement across multiple channels.
- 2021-2022 **GRAPHIC DESIGNER AND SMM AT "OIL POINT LLC"**
  - Developed brand-focused visual content and executed social media strategies to strengthen online presence and audience engagement. Produced marketing materials, managed content planning, and supported business growth through consistent and effective digital communication.
- 2020-2021 **PAID INTERNSHIP AT "ENVISION DIGITAL LLC"**
  - Contributed to branding, marketing, and digital design projects within a collaborative agency environment. Assisted in the creation of visual assets, gaining hands-on experience in design production, creative workflows, and client-focused communication.
- 2018-2020 **MILITARY SERVICE**
  - Completed mandatory military service in the Armed Forces of the Republic of Armenia.

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