Martiros Badishyan

Design Director



15+ years in digital design, branding, and advertising. I lead design and work hands-on across interfaces, design systems, brand books, and visual concepts for digital and outdoor communications — from idea to delivery.

UX & UI DESIGN · AI DRIVEN · RESEARCH · MANAGEMENT · BRANDING /
FIGMA · CLAUDE CODE · CODEX · SPLINE · PHOTOSHOP · NOTION · STRIPO

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Etalon

2024 – JAN 2026

A FEDERAL DEVELOPER WITH 38 YEARS OF EXPERIENCE. 5.5 MILLION M² OF HOUSING IN 11 REGIONS OF RUSSIA, IMPLEMENTING ADVANCED TECHNOLOGIES AND QUALITY STANDARDS.

As Creative Director, led the adoption of AI-driven workflows to automate routine design production and cut turnaround times. Delivered and managed the design of 10+ digital products. Collaborated with Whitemark agency on branding and websites for the AURIX sub-brand. Oversaw all visual concepts for outdoor, digital advertising, and social media.

Ingrad

2021 – 2024

INGRAD IS A MAJOR DEVELOPER WITHIN SMINEX. IT HAS COMPLETED 19 PROJECTS COVERING 7 MILLION M² IN MOSCOW.

As Design Director, managed an in-house team of 7. Led a full company rebrand **(WOW Awards 2022 win)** and oversaw the redesign of ingrad.ru, a client app, and a construction-focused technical app. Rebuilt all digital/outdoor advertising and built a scalable design system from scratch, unifying all digital products under a single UX standard.

RBC

2019 – 2021

RBC IS A LEADING MULTIMEDIA HOLDING COMPANY WITH A 33-YEAR HISTORY. IT COMBINES TV, DIGITAL RESOURCES AND SERVICES FOR BUSINESS. LEADERS IN TERMS OF CITATIONS IN RUSSIA.

Played a key role in the development and improvement of RBC's core digital platforms. Designed and redesigned several major media products, including RBC Trends, RBC Pro, a tvOS application (4.8+ stars) on the App Store, and a marketplace for ready-made businesses. Worked across large editorial and product teams, focusing on usability, scalability, and consistency within a complex media ecosystem.

Tokenbox

2018 – 2019

A PLATFORM WHERE MANAGERS CREATE FUNDS AND INVESTORS CAN INVEST IN THEM OR COPY TRANSACTIONS, ALL BASED ON BLOCKCHAIN AND SMART CONTRACTS FOR RELIABILITY.

As Lead Designer, I spearheaded the design of the Tokenbox ecosystem from the ground up — a complex SaaS solution for professional digital asset management. I developed and implemented a scalable design system that unified a trading terminal, fund tokenization tools, and blockchain-based investment automation into a single interface. My work focused on simplifying sophisticated fintech workflows, creating an intuitive environment for both professional traders and investors.

Side Projects

2010 – ∞

Design work across enterprise and mid-sized products, including collaborations with Sberbank, Yandex, and Action—MCFR. Additional projects span web and mobile applications, product concepts, and brand identities for small and growing businesses, such as Park&Fly, Owner One, Alvo, and Ani Egoista.