

Harut Arutyunyan

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Profile

I build design organizations that turn complexity into competitive advantage. I help companies align product, engineering, and data around a clear vision - raising the bar for craft while accelerating execution. My teams don't just ship features; they shape strategy, unlock new revenue surfaces, and transform AI and data capabilities into trusted, decisive experiences for customers.

I've led design across SaaS, AI/ML, and enterprise platforms for over two decades, building and mentoring high-performing teams while driving multi-year product vision. I operate at the intersection of clarity and ambition, balancing conviction with rationale, speed with precision, and hands-on craft with executive influence.

Work Experience

06/2026 – present
Boston, United States

Senior Design Lead Klaviyo

Driving product design across Klaviyo's Data Infrastructure and Agent Platform, building the foundational experiences that power customer data, AI, and automation. My work spans Core Data, Custom Objects, Catalogs, and the platform capabilities that enable AI agents to securely access, understand, and act on customer data, while also designing the tools and experiences that power Klaviyo's Agent Platform.

11/2025 – 06/2026
Cambridge, MA

Senior Design Leader - Marketing Hub HubSpot

- Lead multiple product design groups across Marketing Hub, including Brand, Social, Web, Answer Engine Optimization (AEO), and Recommendations, setting strategy, raising craft quality, and guiding execution across critical marketer-facing surfaces.
- Operate as a hands-on design leader, stepping in as an IC on the highest-priority and most complex initiatives to shape product direction, define interaction models, prototype solutions, and drive clarity from ambiguity.
- Define and advance a unified tooling vision for modern marketers, connecting brand management, content distribution, web experiences, recommendations, and AI-driven optimization into a cohesive, scalable ecosystem.
- Own end-to-end strategy, design direction, and 0-1 delivery for Answer Engine Optimization tooling, helping establish a new product category with a projected \$10M first-year market opportunity.
- Partner closely with product, engineering, data, GTM, and cross-Hub leadership to align roadmaps, reduce fragmentation, and create a more consistent, outcome-oriented customer experience across Marketing and Content Hub.
- Embed AI tools directly into my design leadership and IC workflow, using them to capture customer and product insights, accelerate research synthesis, explore strategy, and rapidly prototype new interaction models.
- Influence multi-quarter planning and prioritization decisions, balancing speed to market with architectural scalability, customer value, and long-term product differentiation.

Work Experience

09/2024 – 11/2025
Cambridge, MA

Senior Design Manager, Platform

HubSpot

- Owned strategy and delivery for AI-powered insights and recommendations, enabling users to uncover trends, forecast outcomes, and take action through Smart Digests and Smart Actions.
- Partnered with ML, data science, and infra teams to capture user intent signals, improving model quality and tailoring insight generation across customer segments.
- Drove strategy and design of AI-enhanced workflows across composable UI spaces, enabling modular, context-aware surfaces that integrate seamlessly with CRM.
- Influenced multi-year roadmap prioritization for insight delivery across platforms, aligning design system scalability with data pipeline maturity and analytics architecture.

08/2022 – 09/2024
Cambridge, MA

Design Manager, Reporting

HubSpot

- Led vision and execution for reporting modernization across Report Builder, Dashboards, and Reporting APIs, improving UX for both novice and expert users.
- Shaped and validated end-to-end experiences for automated report creation, including no-code data selection, guided formulas, and insight injection—drastically reducing time to value.

04/2022 – 08/2022
Seattle, WA

UX Design Lead, Artificial Intelligence

Amazon Web Services (AWS)

- Designed interfaces for model training, deployment, and performance tracking in AWS SageMaker.
- Focused on improving developer experience for AI/ML engineers, simplifying complex data pipelines and experimentation setup.
- Created modular UI components for managing predictive models and data experiments.

09/2020 – 04/2022
Cambridge, MA

Principal Product Designer, Machine Learning

HubSpot

- Focused on designing ML-powered features in Global Navigation and Search, integrating personalized recommendations and predictive ranking.
- Partnered with ML engineers and data scientists to define AI interaction models, balancing transparency, control, and automation.

11/2019 – 09/2020
Natick, MA

Principal User Experience Designer & Program Owner

MathWorks

- Led design system evolution, A11y standards, and enterprise-wide UX patterns.
- Delivered cohesive experiences across data modeling, visualization tools, and simulation platforms used by engineers and scientists.

02/2015 – 11/2019
Natick, MA

User Experience Design Manager

MathWorks

- Managed multiple organization-wide priority initiatives, aligning design direction with strategic business goals across departments.
- Recruited, mentored, and led a globally distributed team of 10+ designers, fostering cross-cultural collaboration and career growth.
- Built long-term partnerships with universities, professional organizations, and design competitions to promote design excellence and serve as a mentor and advocate for emerging UX talent.

05/2013 – 02/2015
Natick, MA

Senior User Experience Designer

MathWorks

- Work with development teams to follow a user-centered design approach to brainstorm and design innovative solutions to complex problems.

Work Experience

06/2000 – 05/2013 Additional Work history available upon request.

Advisory Work

06/2022 – 02/2024
Westwood, MA

UX Design Advisor Intentsify

- Redesigned intent data management tools used by demand gen teams.
- Improved data ingestion, segmentation workflows, and AI signal visualization for B2B marketers.

02/2023 – 02/2024
Berkeley, CA

UX Design Advisor Grabango

- Designed internal ML tools and customer-facing kiosk experiences for cashierless checkout systems.
- Focused on model feedback loops, real-time anomaly detection, and analytics dashboards.

Education

01/1998 – 12/2003
Boston, MA

Graphic Design | Bachelor of Science (BS) Northeastern University

01/1994 – 12/1998
Watertown, MA

Watertown High School

Skills

Artificial Intelligence
Professional

User Experience
Professional

UI Design
Professional

Leadership
Professional

Product Design
Professional

Cross Functional
Collaboration
Professional

Data Driven Design
Professional

Information Architecture
Professional