

Harut Arutyunyan



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Profile

Design leader focused on building products that bring clarity to complex systems. I've led design teams of 20+ across individual contributor, leads, and managers, delivering large-scale product initiatives that combine strong UX, data, and emerging AI capabilities. I specialize in turning ambiguous problem spaces into clear product strategy and scalable systems, helping organizations elevate design from execution to a driver of product direction and measurable impact.

Work Experience

11/2025 – present
Cambridge, MA

Senior Group Design Manager - Marketing Hub HubSpot

- Lead multiple product design groups within Marketing Hub, including Brand, Social, Web, Answer Engine Optimization (AEO), and Recommendations, aligning strategy, execution, and craft quality across surfaces serving modern marketing teams.
- Define and drive a unified tooling vision for marketers, integrating brand management, content distribution, web experiences, and AI-driven optimization into a cohesive, scalable ecosystem.
- Own end-to-end strategy and 0–1 delivery of Answer Engine Optimization (AEO) tooling, establishing a new product category with a projected \$10M first-year market opportunity.
- Partner with cross-product leadership across Marketing and Content Hub to ensure roadmap alignment, reducing fragmentation and driving a consistent, outcome-oriented experience across customer touchpoints.
- Elevate product coherence across Brand, Social, Web, and Recommendations by establishing shared interaction patterns, design standards, and AI-powered workflows that support content creation, distribution, and performance optimization.
- Drive cross-functional alignment across product, engineering, data, and GTM stakeholders to ensure that marketing tooling investments contributed to a unified long-term platform strategy.
- Strengthen integration between AI recommendations and execution surfaces, enabling marketers to move seamlessly from insight to action within a single workflow.
- Influence multi-quarter planning and prioritization decisions, balancing speed to market with architectural scalability and long-term product differentiation.

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

Work Experience

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.

Work Experience

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.

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