

# Harut Arutyunyan



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## Profile

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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

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11/2025 – present  
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.

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.

## Work Experience

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- 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

## Work Experience

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brainstorm and design innovative solutions to complex problems.

06/2000 – 05/2013

Additional Work history available upon request.

## Advisory Work

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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

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01/1998 – 12/2003

Boston, MA

### Graphic Design | Bachelor of Science (BS) Northeastern University

01/1994 – 12/1998

Watertown, MA

### Watertown High School

## Skills

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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**