

Vanane Borian

I am Vanane Borian — a multidisciplinary designer passionate about crafting user-centric and intelligent products. I specialize in cross-disciplinary collaboration, ensuring innovative, impactful, and aesthetically refined design solutions that effectively meet user needs and business goals.

Experience

2024-2025: UCRAFT Website Builder UX/UI Designer

Ucraft is a no-code website builder founded in 2014, offering a drag-and-drop interface, customizable templates, and eCommerce tools for businesses and individuals. It recently launched "Ucraft Next," an enhanced version with advanced features and AI integration for faster website creation.
<https://www.ucraft.com>

2023-2024:HAUSER Advertising Agency Graphic Designer

Hauser is a boutique full-service advertising agency with a global flair, strong creative capabilities and a keen specialization in brand strategy, results-driven design, and lead generation for leading B2B companies.
<https://hauseradvertising.com>

2022-2023: KRAFT Design Agency UX/UI Designer

At Kraft, we drown out the noise, take out the fluff, and carefully distill your business to its core essence. Then, we stir that with our pretty awesome intuition to craft artisan-level brand visuals and messaging that are as unique and real as you are.
<https://kraftagency.co>

2021-2023: Media Eaters - Branding Agency Marketing/Brand Designer

Behind the projects stands a team of young yet experienced, charismatic and creative professionals conducting the branding and positioning processes, carrying out web design and development, establishing strategies.
<https://media-eaters.com>

2020-2025: Clearcut Marketing Agency Lead Designer

Explore a new level of your brand. Leave a fingerprint. Find out your customer's secret wishes, your competition's gap' or a new opportunity to make your company a market leader. Test yourself: is it possible that your personality reflects your brand?
<https://www.clearcut.co.il>

2020-2022: UXpert UX/UI services UX/UI Designer

Explore a new level of your brand. Leave a fingerprint. Find out your customer's secret wishes, your competition's gap' or a new opportunity to make your company a market leader. Test yourself: is it possible that your personality reflects your brand?
<https://www.uxpert.com>

2018-2020: NUNUNU Fashion Brand Fashion Designer

NUNUNU creates an alternative fashion line to typical children's clothing. It goes against fashion's narrow set of beliefs, and breaks free from over-stimulating kid clichés.
<https://nununu.com>

2015-2020: Sack's Fashion Brand Fashion Designer

SACK'S is a leading Israeli fashion brand founded in 1984, known for its elegant, contemporary designs inspired by global travels and diverse textures. It operates 14 stores across Israel, a strong online presence, and regularly launches seasonal collections with vibrant prints and timeless styles.
<https://sacksfashion.com>

Education

2016-2019: MSU Lomonosov Moscow State University PhD in ART

2018: Microsoft Innovation Centre Armenia UI/UX designer

2013-2015: Shenkar -Engineering. Art. Design College MA in Multidisciplinary Design

2012-2013: She Codes Academy HTML | CSS

2011-2012: Concept College Fashion Management and merchandising

2003-2008: Shenkar -Engineering. Art. Design College BA in Textile Design

Special Projects

ART BOX Pre - Accelerator Program of Creative Armenia, a leading arts foundation

TEMPUS I.D.E.A - EU project with Shenkar College, service design

GO GLOBAL Palestine and Israel, London College of Art and Shenkar College, collaborative design

ACT Entrepreneurship Accelerator Program - innovation and business developing incubator

Skills: Adobe (XD, Ps, Ai, Id, Pr), Sketch, Figma, Invision

Languages: English, Hebrew, Armenian, Russian