

LORIC AVANESSION

Senior Product Design Manager

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SUMMARY

Design leader with 10+ years designing and shipping consumer and enterprise products, including 3 years leading and growing product design teams. Currently Senior Product Design Manager at Maven Clinic, owning design for Maven Managed Benefit, Fertility, and Care Delivery (Fertility overall representing approximately \$75M in annual revenue), and co-leading the broader product design practice alongside a peer Director in the absence of a VP; previously the founding designer for Maven Managed Benefit, a fertility benefits program covering 27% of Maven's fertility members and generating approximately \$45M in annual revenue.

CORE COMPETENCIES

Leadership & Management: People management, team building and mentorship, hiring and interviewing, performance and career development, strategic thinking and storytelling, roadmap planning, cross-functional leadership, executive communication

Design Practice: 0-to-1 product design, interaction design, wireframing and prototyping, user research, design systems, iOS and Android design, responsive web design, design thinking facilitation

Tools & AI: Figma, Cursor, GitHub/GitLab, Claude Code, ChatGPT, generative design, AI-assisted design workflows, designing AI-powered product features, shipping AI-assisted code to production

EXPERIENCE

Maven Clinic	2022 – Present
Senior Product Design Manager	Oct 2025 – Present
Design Manager, Product Design	Oct 2023 – Oct 2025
Senior Product Designer	2022 – Oct 2023
- Co-lead Maven's 6-person product design team alongside a peer Director in the absence of a VP, running design critique, team rituals, and 1:1s and owning team morale; directly manage 3 designers across Managed Benefit, Fertility, and Care Delivery, having hired 4 of the team's 6 current designers (2 senior, 1 staff) and promoted 1 from junior to mid-level. - Stay in the work alongside managing the team: currently backfilling hands-on design for Care Delivery while hiring for the open role, and regularly work directly in Figma with designers to brainstorm concepts and give feedback; build vision mockups and prototypes to pitch upcoming roadmap bets to leadership. - Built a prototype in Figma Make that Figma's product team featured at Config 2025 as a customer example, and separately was invited to speak at an internal Figma fireside chat on AI in design (later featured on Figma's blog); used the Config momentum to build internal leadership buy-in that moved a deprioritized feature onto Maven's roadmap. Care Delivery: Led the team that shipped Maven's first provider-facing AI feature, automating appointment transcription and post-appointment note generation and saving providers approximately 8 minutes per appointment. Fertility: Partnered with Maven's Director of Product on strategy for two initiatives, delegating design execution to the team on both: a 3-month "look ahead" concept addressing member anxiety during the trying-to-conceive journey, applying deep fertility domain expertise and presented to Maven's clinical product advisory board, who called it unlike anything they had seen in a fertility product; and a conversational AI onboarding pilot that trailed the traditional intake form by 3 points on completion (94% vs. 97%) but surfaced richer open-ended data now being integrated into the core intake experience. Fertility: Led a cross-functional workshop, grounded in member cohort data, engagement and retention trends, and research synthesis prepared with Maven's data team, to define a new homepage experience aimed at lifting engagement and retention; well received in leadership product reviews and currently in design and development. Managed Benefit: Founding designer for the program: led 0-to-1 design and launch as an individual contributor before moving into management, securing Amazon as Maven's largest client to date (now 27% of all fertility members and approximately \$45M in annual revenue); later shipped one of Maven's first member-facing AI features on the program, an assistant that explains benefits and coverage, now handling 36% of related member conversations with a 97% deflection rate.	

INTURN	2019 – 2022
Lead Product Designer	Jun 2021 – 2022
Senior Product Designer	Jan 2019 – Jun 2021
Redesigned primary workspace navigation, reducing completion time on high-frequency tasks by 20 to 26%.	

- Shipped a cross-channel inventory management workflow that reduced inventory issues reported to client success by 47%.
- Led end-to-end design across several features, from requirements through high-fidelity prototypes, including user stories, acceptance criteria, and QA support.
- Led competitive research and client interviews to inform new features for the company's largest enterprise clients.
- Served as Scrum Master, running sprint ceremonies and removing blockers to protect delivery.

IBM iX	2014 – 2018
<i>Associate UX Director</i>	Apr 2017 – 2018
<i>Senior Consultant</i>	Apr 2015 – Apr 2017
<i>Consultant</i>	Feb 2014 – Apr 2015
• UX lead on the redesign and unification of iOS and Android apps for the second-largest grocery retailer in the United States, coordinating across multiple internal design and engineering teams.	

EDUCATION

University of Michigan	2013
Bachelor of Business Administration	