Radoslav Bozhinov
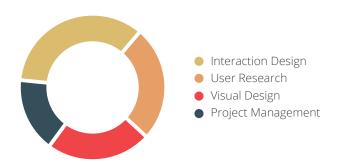## UX / Product Designer

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SUMMARY

- ✓ For the last 14 years worked and thrived in many different industries: Branding, Media, Marketing, Travel and others. Over 4 years of experience in UX related positions.
- ✓ Skilled in UX Design, Graphic Design, Branding, Marketing and Project Management
- ✓ Developed digital marketing business from team of 2 to a team of 10
- ✓ Managed team of 8 specialists and freelancers

UX AREA OF EXPERTISE

- Interaction Design
- User Research
- Visual Design
- Project Management

CAREER PROGRESSION

Donation platform Podkrepi.bg (NGO)
Online, Nov 2020 – Present
DESIGN LEAD

- Working alongside the development and Product Management team towards MVP
- Hands on user research: conducting interviews, surveys, persona profiles
- Following and evangelising on UCD (User Centred Design)
- Managing team of designers, organising Branding
- Created User Flows, Wireframes, Information Architecture and brand guideline, UI kit

IT Luggage
Hertford, UK, Aug 2017 – Present
PRODUCT DESIGNER

- Create innovative products
- Quick proof of new concepts and prototype turnaround
- Keeping up to date with design trends
- Working on the new set of products for demanding clients: Primark, Matalan, Argos, Tesco, T.J.Maxx etc.
- Negotiating costs with, suppliers for services and products and launches
- Creating design documents including: style, sketches, schemes, part organisation, etc

Momentum Business Development
London, United Kingdom, Jan 2014 – Aug 2017
CREATIVE AND DIGITAL MARKETING MANAGER

- Manage/Create responsive web and landing pages
- UX design, End-to-End marketing funnels and implementation, A/B test, campaign optimisation
- Manage/Create branding and corporate identity
- Worked on range of digital products - email marketing, CRM, various products and systems for our clients
- Commission and manage: developers, designers, marketeers, videographers, and IT specialists
- Coached and built systems to mentor other new team members
- Built company standards, manage goal-getting and reporting so we can scale the business.
- Worked closely with stakeholders and make sure that user goals match business objective ROI
- Tweaked CSS, HTML, JavaScript code. Followed latests Web Content Accessibility Guidelines

FREELANCE DESIGNER
2013 – 2014

- Designed creative web and print work for B-to-B marketing agency **Latitude Solutions**
- Designed personalised wrapping paper, patterns, web and app layouts for **Wicked Wrapping Paper**

Bulgarian National Television (BNT)
Sofia, Bulgaria, Dec 2010 – Sept 2011
ARTIST/DESIGNER

- Designed and illustrated visuals for broadcast including Eurovision, as well as posters, invitations, leaflets, t-shirts, car and vinyl branding, magazines, brochures, books and other items

KU TU Ltd.
Sofia, Bulgaria, May 2007 – Dec 2010
DESIGNER

- Popularise small languages through different projects, games and materials (EU funded)
- Designed print and outdoor advertisements, logos, branding materials, professional gifts and cards
- Represented the company at industry functions throughout Europe

EDUCATION

MA, Product Design
University of Hertfordshire,
Sept. 2011- Sept. 2013 Hatfield, UK

BSc, Industrial Design
Technical University of Sofia,
Sept. 2005 - Sept. 2009 Sofia, Bulgaria

TRAINING & CERTIFICATES

Interaction Design Foundation (IxDF)
Achieved **Top 10%** distinction on all courses
- User Experience: The Beginner's Guide - 2020
- Become a UX Designer from Scratch - 2020
- UI Design Patterns for Successful Software - 2020
- Mobile User Experience (UX) Design - 2021

TRACKS (University of Hertfordshire Student Union)
2012-2013 Key Skills Certificate:
Assertiveness, Communication, Effective Meeting, Negotiation, Overcoming Barriers to Creativity, Presentation, Team Working, Time Management

TOEFL (Test of English as a Foreign Language) iBT - 90 points 2011

SKILLS

UX
User research (Conduct User interviews, Surveys) Persona profiles, User stories, User flows, Information Architecture, Wireframes, Rapid prototyping, User testing, A/B tests, Design thinking, Agile, Lean, Responsive design

Design
InVision, Figma, Adobe Xd, Photoshop, Illustrator, InDesign, Muse, Premiere Pro, Aftereffects, CorelDRAW Package, SketchBook Pro, SolidWorks, 3Ds Max, Key Shot, HTML, CSS, JavaScript,

Productivity
Discord, Github, Jira, Miro, Ora.pm, Google Forms, Analytics, Adwords, WordPress, Divi builder, Facebook Advertising, Leadpages, Prezi, Animoto, Email Marketing, Salesforce, MS Office

AWARDS

A' Design Award 2021
Enterprise Fund 2016 - University of Hertfordshire (UH)
Flare 2015 - Finalist, Young Entrepreneur (UH)
Flare 2014 - Finalist, Young Entrepreneur (UH)
Electrolux Design Lab 2013 - Work-in-Progress Competition
Electrolux Design Lab 2012 - Bulgarian Finals

EXHIBITIONS

Impressions - February 2013 (Art & Photography)
RAW - December 2012 (Design Sketches Edition)
Semi Detached - November 2012 (in support of BBC Children in Need)
Bulgarian Design Biennial - June 2008
Annual Design Exhibition - September 2007
Annual Design Exhibition - September 2006
Exhibition & Charity Auction in support of Turkey earthquake victims — 1999