



## SUMMARY

- ✓ 16 years of design experience, worked and thrived in many different industries: Branding, Media, Marketing, Travel and others. 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 designers, other specialists and freelancers

## UX AREA OF EXPERTISE



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

## CAREER PROGRESSION

### British Telecom (BT Group) / Virtusa

Online, Nov 2021 – Present

#### UX LEAD

- UX strategy, KPIs, Product Planning. Using agile methodology adding to the backlog
- Leading the design and content team
- Collaboration with business and technology teams to deliver customer-centric digital solutions aligned to initiatives and goals
- Interactive prototyping, smart components, typography
- Presents prototypes and deliverables in a timely and professional manner to peers and stakeholders
- User research, user interviews, personas, user journey mapping, wireframes, interaction design, usability testing, A/B and MVT testing, card sorting and tree testing
- Leverages latest digital UI design trends, benchmarks and best practices and apply them appropriately
- Work closely with the Product Owner, Business Analyst, Scrum Master, Content writer, UX and UI Designers, QA, Solution Designer and the squad developers to accurately define and priorities UI design requirements
- Assimilates user research, usability testing & briefs needs

### Donation platform Podkrepi.bg (NGO)

Online, Nov 2020 – Present

#### Desing Manager

- 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
- Using Figma to creat User Flows, Wireframes, Information Architecture and brand guideline, UI kit

### IT Luggage

Hertford, UK, Aug 2017 – Present

#### PRODUCT DESIGNER

- 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.
- Creating design documents including: style, sketches, schemes, part organisation, etc

### Momentum Business Development

London, United Kingdom, Jan 2014 – Aug 2017

#### UX DESIGNER 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

- 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

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

### Productivity

Miro, Mural, Jira, Discord, Github, Zenhub, Ora.pm, Trello, Salesforce Lightning Design System, Material Design MUI(React) system, Pega design system, Heatmap.com, Hotjar, Google Analytics, Adwords, WordPress, Divi builder, Facebook Advertising, Leadpages, Prezi, Animoto, Email Marketing, Google/MS Office Forms, Docs, Slides & Sheets

## 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