



SUMMARY

- ✓ 18 years of design experience, worked and thrived in many different industries: Branding, Media, Marketing, Travel, Telecommunications and others.
- ✓ Skilled in UX, Product Design, Graphic Design, Branding, Marketing and Management
- ✓ Developed digital marketing business from team of 2 to a team of 10+
- ✓ Managed team of 8 designers, other specialists and contractors

CAREER PROGRESSION

British Telecom (BT) / Virtusa

Online, Nov 2021 – Present

Squad Design Lead

- Delivers initiatives to improve the user experience of a product from concept to launch in partnership with product managers, engineers, researchers and content
- Contributes to strategic decisions around the future
- Crafts new or complex digital-first experiences that achieve commercial goals such as increased digital channel share and have clear commercial impact
- Triangulating the research using discovery, usability testing, surveys the to present findings
- Advocates for customer needs, overseeing that designers and squads are designing solutions that solve real customer needs
- Champions, continuously develops and shares with team knowledge on emerging trends and changes in customer experience
- Mentors other product designers, helping to improve the team's craft

Donation platform Podkrepi.bg (NGO)

Online, Nov 2020 – Present

Design Lead / Board of Directors

- Managing team of up to 8 designers (Graphic, UX, UI, service)
- Working alongside the development and Product Management, Dev, Campaign, Marketing team
- Hands on strategy, goals, future of the product
- User research: established heatmaps & metrics, conducting interviews, surveys, persona, user testing
- Following and evangelising on UCD (User Centred Design)
- Established Branding and UI design system

IT Luggage

Hertford, UK, Aug 2017 – Nov 2021

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

ITIS3D

London, United Kingdom 2017

Product Designer

- Expanded the company products offering and geditise sales
- Design innovative personalised products

Momentum Business Development

London, United Kingdom, Jan 2014 – Aug 2017

Creative and Online Marketing Manager

- Manage/Create responsive web and landing pages
- UX design, End-to-End marketing funnels and implementation, A/B testing, 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, marketers, 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

UX AREA OF EXPERTISE



- UX
- Management
- Visual
- Interaction Design

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