

SKILLS

= Strategy

Road-mapping
OKR-driven workflow
Data-driven decisions

= Craft

Prototyping
Wireframing
Visual design
Interaction design
Industry knowledge
Research (Quant/Qual)
Cross-team collaboration

= Execution

Consistency
Timely delivery
Design advocacy
Open to trade-offs
Quality check (FE QA)

= Collaboration

Open to feedback
Conflict resolution
Clear communication
Leading presentations
Stakeholder management

= People

Mentorship
Storytelling
Cooperation
Cultural knowledge
Emotional intelligence

EMPLOYMENT HISTORY

≡ Product Designer, Tide

Feb 2023 - Present | Full Time/Remote

- ↳ Spearheaded design for two critical business services (Accounts & Timeline).
- ↳ Significantly improved new account top-up rates, account connections, and the accessibility/usability of search & filters.
- ↳ Conducted 15-20 user interviews and 15+ unmoderated usability studies.
- ↳ Led the design process from research to delivery and subsequent quality analysis of implemented solutions.
- ↳ Delivered 5-7 presentations to the design team showcasing work and achievements in the 'Payments' domain.
- ↳ Influenced future road-mapping and OKR creation based on research and available data.
- ↳ Collaborated closely with engineers and PMs, making necessary trade-offs while prioritizing user needs.

≡ Experience Designer, EPAM Systems

Jan 2022 - Nov 2022 | Full Time/Hybrid

- ↳ Led multiple projects across diverse sectors (fin-tech, e-commerce, life-science).
- ↳ Conducted user research, created personas, journey maps, and service blueprints.
- ↳ Proficient in wireframing, prototyping, and usability testing.
- ↳ Engaged in internal knowledge-sharing events as a speaker.
- ↳ Effectively communicated with stakeholders to defend design decisions.

≡ Senior UX/UI Designer, DVSignage

Jul 2019 - Aug 2020 | Part Time/Remote

- ↳ Developed entertainment applications for unconventional devices.
- ↳ Created journey maps, wireframes, prototypes, and final UI designs.
- ↳ Collaborated closely with the development team, gaining frontend and backend understanding.

SKILLS

= Languages

B2/C1 English

C1 Bulgarian

C2 Ukrainian

C2 Russian

EMPLOYMENT HISTORY

≡ Product Designer, Visiaw

May 2021 - Apr 2022 | Part Time/Remote

- ↳ Developed a design system rooted in Material Design principles.
- ↳ Executed end-to-end design processes.
- ↳ Conducted competitor benchmarking to inform design decisions.
- ↳ Crafted optimal solutions based on research results.

≡ Product Designer, JobHub

Nov 2020 - Mar 2021 | Part Time/Remote

- ↳ Updated the design system, incorporating user insights.
- ↳ Applied Material Design, customizing it to meet client requirements and developing additional components.
- ↳ Collaborated directly with Angular developers, acquiring an advanced understanding of Front-End.

≡ Design Lead (Co-founder), Nahes Group

Apr 2019 - Apr 2020 | Full Time/Remote

- ↳ Explored diverse user research practices and implemented effective strategies.
- ↳ Managed a team of 4 designers, providing mentorship and task allocation.
- ↳ Designed multi-page websites with responsive design.
- ↳ Successfully completed over 10 projects in Eastern Europe.

≡ Graphic & Web Design, Upwork + Shutterstock

Feb 2016 - Jan 2019 | Freelance

- ↳ Collaborated with clients worldwide, demonstrating respect for diverse ethics and cultures.
- ↳ Practiced active listening, formulated precise questions, and ensured a clear understanding of tasks.
- ↳ Gained foundational knowledge in web design, including a basic understanding of UX and UI concepts.
- ↳ Received consistent 5-star feedback for exceptional work and demonstrated remarkable time management skills.
- ↳ Strict adherence to all set deadlines.

*Password to portfolio is available upon request