



UX Product Designer



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## Experience:

### Sr. Product Designer 2018 - present

#### McAfee, Canada

Leading every step of the design process, from gathering insights, brainstorming, prototyping, and experimentation, to launching high quality designs. Execute end-to-end solutions for multiple security software platforms.

### UX & Visual Design Lead 2017-2018

#### Telmetrics, Canada

Leading the UX design process for a dashboard management system of a call tracking software application - research, information architecture, low and high fidelity wireframes and prototypes, visual design concepts and mockups.

### Sr. UX/UI Designer 2017

#### NIIT Limited, Canada

Responsible for all aspects of UX design for a significant eLearning project including User Experience, User Interface, Interaction design, and Visual direction. Build personas, develop sitemaps, user flows, wireframes for information architecture. Design style tiles and user interface patterns.

### UX & Visual Design Lead 2013-2016

#### Bon Appetit, Sofia, BG

Responsible for all aspects of design for the websites and digital projects including User Experience/User Interface and Branding/Art Direction. Managed a team of visual designers, developers, video editors and photographers.

## Education:

### Digital Product Design

2016-2017

Sheridan College, Ontario

### MA in Art History

1996-2001

Sofia University

## Toolset:

Sketch	Adobe Xd
InVision	Photoshop
Figma	Illustrator

## Coding:

HTML	Wordpress
CSS	Bootstrap
jQuery	Brackets

## ● **Art Director 2010-2013**

### **DDB, Sofia, BG**

Guided the vision of a design team in full advertising services for several significant clients. Production supervision of TV commercials, print and press materials, outdoor campaigns and BTL activities. Conceptualized original website design ideas and executed all visual design stages from concept to final hand-off to development. Lead the UX process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction with the web products.

## ● **Visual Designer 2007-2010**

### **NOVA Studios**

Established the look and feel for various interfaces, including websites and mobile devices. Worked within brand guidelines to create layouts that reinforce a brand's style or voice through its visual touchpoints. Designed user-centered interaction models, wireframes and screen mockups. Designed logos, icons and infographics.

## ● **Graphic Designer 2005-2007**

### **Euro RSCG**

## ● **Graphic Designer 2000-2005**

### **MM Communications**

## ● **Jr. Graphic Designer 1998-2000**

### **HIT Advertising**

## Mindset:

Dig into the business objectives by asking the right questions.

Know your audience to produce efficient solutions.

Use the right tools to solve the problems and create an impact.

Balance the users' needs with business' technological capabilities and goals.



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