



## ABOUT ME

I believe what is important is being better than yesterday and never leave your tasks for tomorrow. Attention to detail is a must and design should be lead and backed by data and facts, not only assumptions.

## SHARING IDEAS

Writer at uxdesign.cc

Speaker at Apps World London 2016

## FEATURED IN

Behance, Tappawards, Two Fold Magazine, Really Good E-mails,

## RECOGNITIONS



**Cannes Young Lions**  
Second place



**ODK Photography**  
Third place

## TOOLS

SketchApp & Abstract

MarvelApp / InVision / Zeplin

Principle / InVision Studio

HTML, CSS & JS

Adobe CC (PS, AI, ID, AF)

Hotjar / Fullstory

Mixpanel / Pendo / GA

OmniGraffle / Axure / Miro

JIRA / Clubhouse

Maxon Cinema 4D

MS Office

## KNOWLEDGE

UI/UX Design, Grid & Layout, Prototyping, Sketching, Good sense for typography, Coding, Debugging, Image editing, 3D and animation, Data Analytics, Advertising & Campaigns, Social Media

## WORK EXPERIENCE

- **Senior Product/UX Designer at Attest**

London, United Kingdom

November 2018 - Present

At attest I'm focusing on developing a tool that is used to analyse and gather insights. I'm also supporting the design team by mentoring and offering help. Teaching how to use different design techniques and frameworks and making sure each team member has similar approach to solving problems. The day to day work includes mentoring and coaching junior members, user testing, user interviews and research, analyzing data to understand the problem, behaviour as well as the market need. Organising workshops to align strategy and gather feedback. I'm deeply involved in creating journey maps, personas, user flows, low and high fidelity wireframes and prototypes, transitions and animations. I'm also involved in maintaining a component library that is used by both the design team and dev team. I'm involved in defining the UI and the overall look and feel of the product, as well as informing the product managers for potential opportunities for the roadmap.

- **Senior Product/UX Designer at Questback**

London, United Kingdom

December 2017 - November 2018

As part of the global product team at Questback I'm working on a brand new solution to compete with the market as well as helping maintain Essentials which is the most popular product the company has. Developing a brand new product means I'm using my design thinking in every aspect of my work to reach the goals we set for the product. The day to day work includes conducting user tests in the different regions the company operates in, research using Jobs to be done framework, analyzing data to understand user behavior, needs and stickiness as well as using the collected information to deliver and improve a great product. I'm deeply involved in creating user journeys, prototypes, low and high fidelity wireframes as well as defining the UI, the look and feel and helping to set a clear roadmap for our product.

- **Senior Product/UX Designer at AirPortr**

London, United Kingdom

January 2017 - December 2017

Working at AirPortr was a great challenge as it's an entirely new service. That means everything had to be approached in a slightly different way. I was responsible for the experience and the look and feel of AirPortr across all customer facing verticals, including the booking flow, the website and the customer dashboard. The day to day work included conducting user tests, analyzing data to understand user behavior and using the collected information to improve and unify the product. I'm deeply involved in creating user journeys, prototypes, low and high fidelity wireframes as well as contributing to the UI, the iconography and the overall look of AirPortr.

- **Senior Product/UX Designer at Grabyo - Real-Time Video Sharing Platform**

London, United Kingdom

November 2014 - December 2016

As a Senior Product Designer at Grabyo I was responsible for the experience and the look and feel of the Grabyo web platform as well as the native iOS and Android mobile apps. The day to day work included conducting user tests, analyzing data to understand user behavior and using the collected information to improve the product across the different operating systems. I was involved in creating prototypes, user journeys, low and high fidelity wireframes as well as the UI, making sure we create reusable patterns.

- **Senior UX/UI Designer at Digital-Labs - UX Agency**

London, United Kingdom

April 2014 - November 2014

At Digital-Labs I was responsible for couple of clients including Comparethemarket, LesFurets, FarmersGuardian, BeagleStreet and more. The main focus there was creating responsive websites and user journeys and improve the customer experience and drive more sales. The work involved frequent traveling to Paris, Peterborough and other clients across London to consult and work on site with the client, conduct user tests and translate them to meaningful wireframes that would improve the UX. I was also involved in the UI and presenting ideas and iterations to clients. I used to manage one more Junior Designer who was involved in the project and reporting to the Lead UX.

## LANGUAGES

**Hungarian**  
Mother tongue

**English**  
Fluent

**Bulgarian**  
Fluent

## HOBBIES



CYCLING



MOVIES



PHOTOGRAPHY



CALLIGRAPHY



MUSIC



TRAVELLING

- **UX/UI Designer at William Hill - Gambling Company**

Gibraltar, United Kingdom

July 2013 - March 2014

I used to work for William Hill with one more UX Designer, reporting to the Head of UX and working with all the product owners to improve their products. We were responsible for the mobile website as well as all the native apps for iOS and Android. The day to day work often involved communicating with the offices in London and Tel Aviv, making sure requirements were met and everyone involved was up to date with the product development. I was involved in conducting user tests, creating user journeys, wireframes, and the UI across the different products (Sportsbook, Casino, Bingo etc.)

- **Senior Graphic Designer at Ogilvy & Mather - Advertising Agency**

Sofia, Bulgaria

April 2010 - July 2013

At Ogilvy & Mather I used to do quite a big range of work mainly Advertising (ATL, TTL, BTL) which included brainstorming, pitching and creating smart and beautiful print, PR and online materials. The online activations included creating different Facebook apps and web banners to promote a product, service or an event. I also worked on couple of android games for Samsung, where my passion for mobile and UX came from. I worked among twenty other designers and reporting to the Creative Director. At that position I was lucky be part of a team that won Several Effie Awards, the regional FARA awards for advertising agency of the year as well as the Cannes Young Lions award where I won the second place.

- **Graphic Designer at Gossip Studio**

Sofia, Bulgaria

January 2010 - March 2012

That was a small studio that we used to run with two friends. We were organising small and big events where I supported the design and the creative part. The events were ranging from opening a new airport to different Weddings etc.

- **Graphic Designer at Essence Marketing - Advertising Agency**

Sofia, Bulgaria

January 2009 - March 2010

Essence Marketing was my first part-time job, so I was still going to university at that point. I used to work with clients like Renault and Nissan on different outdoor and print advertising.

- **Junior Graphic Designer at Context Ltd. - Publishing Company**

Plovdiv, Bulgaria

June 2008 - September 2008

That was my first summer job before I started university. For three months I managed to learn a lot of different techniques as well as couple of new tools. I was working on different print materials, mainly branding and couple of regional magazines.

## EDUCATION

- **BA in Visual Arts and Graphic Design at New Bulgarian University**

Sofia, Bulgaria

September 2008 - July 2012

The modules included in the program were Graphic Design, History of Arts, Painting and Sketching, Color Knowledge, Layout, Typography, Calligraphy, Photography, Design Tools (Photoshop, Illustrator etc.), Computer Knowledge, Basic Coding (Pascal), Computer Hardware and many more.

- **Photography Courses at ODK**

Plovdiv, Bulgaria

September 2006 - May 2008

The courses included different practical and theoretical learning. They consisted of studio photo shoots, outdoor photography, shooting with a wide range of film and DSLR cameras as well as photographic processing using different chemicals. The theory included light knowledge, cropping and layout.



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