Dobs Totev

SENIOR UI/UX DESIGNER

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2017 – Present — Senior UI/UX Designer

Contiki Holidays, London, UK

- Owned the UX research, usability testing, and customer interviews stages of projects
- Created a data-driven user-centered design that improved UX and conversion
- Led the negotiations with stakeholders to manage design principles vs. business expectations and user needs

2015 – 2 years — Lead UI/UX Designer

FACEIT, London, UK

- Led the product design on web, mobile and gaming platforms.
- Formed a design team and established design processes
- Assisted the company to achieve £15m investment by improving conversion and UX

2014 – 1 year — Web & Graphic Designer

Reward Gateway, London, UK

- Led the product design on various product features and took responsibility for the UX
- Design and audit of communication materials for digital and print distribution to over 1m worldwide clients
- Assisted the company with design expertise in achieving £150m investment

2012 – 2 years — Web Designer

Dazines, London, UK

- Worked on diverse digital projects across different industries.
- Grew the company's client network by providing high-end design, communication, and management skills.
- Assisted the company in its successful acquisition by Reward Gateway

2009 – 3 years — Web Designer

Sirius Software, Sofia, BG

2007 — **d.DOBS Creative** was founded in Plovdiv, BG

2005 — **AISNSim** was founded in Plovdiv, BG

Product Competences

- Adobe CC
- Sketch
- Principle
- Zeplin
- inVision
- Google Analitycs
- VWO
- Mixpanel

Additional knowledge in **Athlassian JIRA, Wordpress, HTML & CSS, UserTesting.com, WhatUsersDo, Teamwork, Sitecore, AfterFX, PremierePro, Audition, Icomoon**

Lead UX Designer & Founder

2017 - Present
FRIDG® App →
iOS App / Food & Drink

2007 - Present
d.DOBS Creative Ltd →
Web Design & Development Agency

2005 - 2010
AINSim Inc. →
Game for PC / Simulator / Sci-Fi

*I speak **English**, **Spanish** and **Bulgarian** and have a Bachelor's Degree in Business IT & Software Engineering from the University of Plovdiv*

More details about my professional history including references, project info & testimonials can be found on my *Linked In profile* →

Thanks for considering my application!