

2018  
present

### Lead UX/UI Designer (Remote)

Contiki Holidays, Barcelona

- Owned the data-driven UX design direction
- Established a design process to be based on data from A/B tests to improve conversion
- Took responsibility over managing the product design team

2017

**FRIDG® App** was founded in Barcelona

2017

### Senior UI/UX Designer

1 year  
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

### Lead UI/UX Designer

2 years  
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

### Web & Graphic Designer

1 year  
Reward Gateway, London, UK

- Assisted the company with improving the product design, UX and conversion in achieving £150m investment

2012

### Web Designer

2 years  
Dazines, London, UK

- Assisted the company in its successful acquisition by Reward Gateway

2009

### Web Designer

3 years  
Sirius Software, Sofia, BG

2007

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

2005

**AINSim** was founded in Plovdiv, BG



## Product Competences

Adobe CC	//////////
Sketch	//////////
Principle	//////////
Zeplin	//////////
inVision	//////////
Google Analytics	//////////
VWO	//////////
Mixpanel	//////////

Additional knowledge in **Athlassian JIRA, Wordpress, HTML & CSS, xCode, CartoCSS, UserTesting.com, WhatUsersDo, Validately, 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

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

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More details about my professional history including references, project info & testimonials can be found on my [Linked In profile](#) →

Thanks for considering my application!