

2021  
present

### User Experience Lead

Soho House, London (Remote)

- Led the user experience of the social features for Soho House’s app products which helped in doubling the App Store downloads of the Soho House’s members app, increasing engagement by 50%. It is used by over 90% of the entire membership.
- Spearheaded the design and product strategy of a new social networking app by Soho House to connect creatives worldwide. From research conducted via focus group and soft launch to 100 beta testers, the app product was liked by 89% of the users.
- Designed the members’ app experience for the private members club of The Ned in London, owned by Soho House.
- Led the user research by conducting frequent 1:1 interviews, focus groups, and surveys with existing members to get feedback on new app features and ideas that would impact the business’ revenue and member retention.

2020  
1 year

### User Experience Lead

The Travel Corporation, London (Remote)

- Led the product design for a responsive web eCommerce white-labeled platform used by brands such as Contiki, Insights Vacations, and Trafalgar within the group travel space. The transformation has improved their shopping experience and bookings.
- Designed and conducted frequent A/B tests to constantly improve the conversion optimization for the booking engine across the corporation’s travel eCommerce sites.
- Collaborated with developers across different time zones and locations for the delivery of the final product from concept designs to live releases.

2020  
2 year

### User Experience Lead

Contiki Holidays, London (Remote)

- Led the user experience design for Contiki’s eCommerce responsive web platform focused on Gen Z and millennial audiences.
- Assisted in leading the business transformation from B2B to B2C throughout my time with the company by improving the online eCommerce and booking experiences.
- Led the user experiences design based on data-driven decisions from Google Analytics and Data Studio to improve conversion for Contiki’s website targeting the travel youth market.

2017  
3 year

### Senior UX Designer

Contiki Holidays, London (Remote)

- Continued to grow the eCommerce platform by designing new features such as a new booking experience, a search experience, a product discovery experience, personalization, and more.
- Redesigned the editorial magazine Six-two, a responsive website hosted with over 500,000 monthly readers. The design was mobile-first, and the decision was based on existing GA data and a survey filled out by 350 existing readers.



### Product Competences & technologies

- Figma
- Adobe CC
- Google Analytics
- WordPress
- Sitecore
- Product Strategy
- iOS Apps
- Design Systems
- Social Networks
- eCommerce
- UX Research
- Design Validation
- Responsive Web

Additional knowledge in App UX, App UI, Product Design, UX Design, UI Design, Mobile Design, UX Wireframes, Mockups, App Design, User Journeys, UX Research, User Journey Maps, Design Sprints, User Flows, Style Guides, Feature Prioritization, Design Leadership, Customer Journeys, Android, User Interviews, Design Reviews, UX Audits, Google Design Sprints, Mobile App UI, Strategy, User Scenarios, User Stories, Agile UX, Agile

### Some of my clients & companies i’ve worked with


- Designed a web platform for travel agents to discover the tours and book them for their clients. The platform had features such as search, trip product pages, departure dates calendar, reporting, trip manager, traveler manager, and more.
- Conducted usability testing, user research studies, and A/B testing online and in-person to improve all aspects of the digital products that the business owns created reports, and presented UX recommendations to the leadership team.
- Won an award for the best user experience of a Travel Website in 2017 at Travelution Awards London.

2017 ○ **FRIDG® App** was founded in London

### User Experience Lead

2015  
2 years

FACEIT, London (On-site)

- Redesigned the UI and reformed the user experience of the existing gaming platform that had over five million players.
- Conducted user research and gathered feedback for the new and existing features by interacting with the gaming community using UserVoice, Discord, and Reddit.
- Designed the UX when new products and features were scheduled into the roadmap, such as an in-game chat and player matching UI.

2017 ○ **d.DOBS Creative** was founded in Plovdiv, BG

### Graphic User Interface Designer

2014  
1 year

Reward Gateway, London (On-site)

- Designed the UI and user experience of the CMS for a web platform of employee benefits.
- Created different communication materials for web, print, and email marketing with a total reach of about six million people per month.
- Delivered bespoke landing pages for clients worldwide who subscribed to the employee benefits platform.

### Web Designer

2012  
2 years

Dazines, London (On-site)

- Designed the user interface and the user experience of a travel social network for a client—from wireframing and concept to complete product delivery.
- Created user experience and journey wireframes to showcase how client-planned digital products will look.
- Collaborated with development teams to ensure correct design implementation.

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



## Lead UX Designer & Founder

**id.** 2017 - Present  
**d.DOBS Creative Ltd** →  
UX Design & dev for digital apps - mobile & responsive web

 2017 - 2019  
**FRIDG® App** →  
iOS App / Food & Drink

 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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I have completed also a 3 month course with the Univeristy of Sydney on Design Strategy: Design Thinking for Business Strategy and Entrepreneurship

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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!