

Dobs Totev

Lead UX Designer



Leading UX design remotely since 2018 – with more than **10 years** of experience in **web & mobile product design**, and a BSc in Business IT & Software Engineering

WORK EXPERIENCE

Mar 2023 – Present

User Experience Team Lead

 Soho House, London, Remote HOSPITALITY WEB & APP

- Led a team of 4 product designers across social, acquisition and in-house digital member experience, where effectively planned, delegated, and oversaw progress to ensure timely completion of projects.
- Made professional and data driven decisions on product direction, strategy and user experience.
- Established processes and workflows to improve the team's efficiency, productivity and smooth cross-team collaboration.

Mar 2021 – Mar 2023

User Experience Lead

 Soho House, London, Remote LIFESTYLE & HOSPITALITY APP

- 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 participants.
- Designed the members' app experience for the private members club of The Ned in London.
- Led the user research by conducting 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.

CONTACT

Website & Portfolio

[ddobs.com](https://dobs.com)

Linked In

[linkedin.com/in/dobstotev](https://www.linkedin.com/in/dobstotev)

Email

d.totev@ddobs.com

Whats App

+44 7752 398 568

EDUCATION

3 months, 2018

Design Thinking for Business Strategy and Entrepreneurship

University of Sydney, Australia

4 years, 2011–2015

BSc in Business IT & Software Engineering

University of Plovdiv, Bulgaria

Aug 2020 - March 2023

User Experience Lead



TTC, London, Remote

TRAVEL ECOMMERCE

WHITELABEL

WEB

- 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 optimisation 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.

Sep 2018 - Mar 2022

User Experience Lead



Contiki, London, Remote

TRAVEL ECOMMERCE

WEB

- 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.

Aug 2017 - Aug 2018

Senior User Experience Designer



Contiki, London, On-site

EDITORIAL

WEB

- 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.
- 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.
- Won an award for the best user experience of a Travel Website in 2017 at Travelution Awards London.

LEAD DESIGNER & FOUNDER

2017 - Present

d.DOBS Creative

ddobs.com

2017 - 2019

FRIDG App

fridgapp.com

2005 - 2010

AISNSim Inc.

ddobs.com/aisnsim/

TECH SET

Figma, Lookback, Maze, Google Analytics, Wordpress, Sitecore, Firebase

SKILLS SPOTLIGHT

Product Strategy, User Experience Design, User Interfaces, User Research, Data-driven Decision Making, Design Validation, Cross-team collaboration

Sep 2015 - Aug 2017

User Experience Lead



FACEIT, London, On-site

GAMING

ESPORTS

WEB & APP

- 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.

Sep 2015 - Aug 2017

Graphic User Interface Designer



Reward Gateway, London, Remote

HR TECH

WEB

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

Aug 2017 - Aug 2018

Web Designer

Dazines, London, Onsite

AGENCY

WEB

- Designed the user interface and the user experience for a variety of the agency's clients –from wireframing and concept to complete product delivery.
- Collaborated with development teams to ensure correct design implementation.

LANGUAGES

Professional

English, Spanish

Native

Bulgarian

Leisure

Portuguese

More details about my professional experience including references, project information & testimonials can be found on my [Linked In](#).

Thanks for considering my application!

Kind regards,

Dobs Totev