

EXPERIENCE

Negometrix 2013 - Present Utrecht, Nederland (3 years)

E-Procurement and Contracting Software used by Governments, Town Administrations, Hospitals, Universities and Banks (BTB - Agile/Scrum)

Interaction Designer

Re-imagining and redesigning from the ground up the whole Product, the interaction and the UI. Deeply involved in discovering the users, their goals and needs. Supporting the current platform while working on the new version.

Emesa 2012 - 2013 Amsterdam, Nederland (1 year)

E-commerce sites and live auctions platform for comparing and booking travel and leisure packages (BTC - Scrum)

Manager Web Design

Managing small team of designers with lots of hands on contribution. Front end HTML/CSS, smarty templates, Git, Selligent, marketing campaigns.

Zodiak Active March - October 2012, Milan, Italy (7 months)

In House App development division for Zodiak Media Group (BTB and BTC - Waterfall + Agile)

UX Designer

Crafting the User Experience on few internal tools, and variety of phone and tablet applications. Creating flows, wireframes and HTML/CSS prototypes, to communicate with the client, project managers, copywriters, designers and developers.

77agency 2007 - 2012, Milan, Italy (5 years)

New Media Consultancy Agency: (BTB and BTC - Waterfall + Scrum)

Design Management and Leadership 2009 - 2012

Building and Leading the design team of 10 in 4 offices. Client facing, Requirements definition and Team task management. Hands on creating multiple successful web campaigns.

UX and Web Designer, Team Lead (UX, Visual, HTML/CSS) 2007 - 2009

Being the creative spark in the teams, I worked closely with the project managers and the clients to deliver successful campaigns and projects to

Artes Group July - December 2004, Milan, Italy (6 months)

Tradeshows stand and furniture manufacturer

Stand Designer / 3D modelling and rendering

Stands and interiors for fairs, exhibitions, fashion shows, and promotions; Concept - 3d renderings

Urbanium DS 2000 - 2003 Sofia, Bulgaria (3 years)

Web Design and Development workshop

Co-founder

I used to wear many hats in the company: graphic and web designer / customer support and business development.

EDUCATION and AWARDS

Smart Personal Objects Technology project for Microsoft - Milan, Italy

Selected work in SMAU 2004 annual exhibition : Research - Concept - 3D model and UX

Politecnico di Milano -

Milan, Italy

Master in Product Service System Design

2 years (2007)

Scuola Politecnica di Design

Milan, Italy

Master in Industrial Design

1 year (2004)

UOF

Sofia, Bulgaria

MSc. Degree in Interior and Furniture Design

5 years (1999)

Believes in

Simplicity
Functionality
Innovation
Good Taste
Hands On

Expertise

Design Thinking
UX Design
Visual Design
UI Prototyping
A/B testing
Requirements Gathering
Agile Development
Data Visualisation
Usability testing

Speaks

English
Italian
Russian
Bulgarian
(beginners Dutch)

Aims

Product/Service Design
User Experience
Data Driven Decissions

Primary Tools

Pen and Paper
Photoshop
Axure
Balsamiq
Invision App
HTML/CSS
InDesign
Illustrator
JIRA, Confluence

Secondary Tools

CMS's
Basic jQuery / JavaScript
3D studio / Autocad
Premiere / After Effects
Audio Producing

Brands

EA games
Walt Disney
Condé Nast
Bank Of America
Vodafone
SKY
3
Sixty Group
Viadeo
BuyVIP