

_About Me

As a UI / UX designer, I am excited by the prospect of putting new, creative concepts into practice and coming up with the best solutions for both the company and the client. My strongest personal traits include:

EMPHATY

MULTITASKING

ORGANIZED AND EFFICIENT

UNSTOPPABLE LEARNER

RESULT ORIENTED

DETAIL-ORIENTED

_Education

IxDF Membership
2021 - 2023

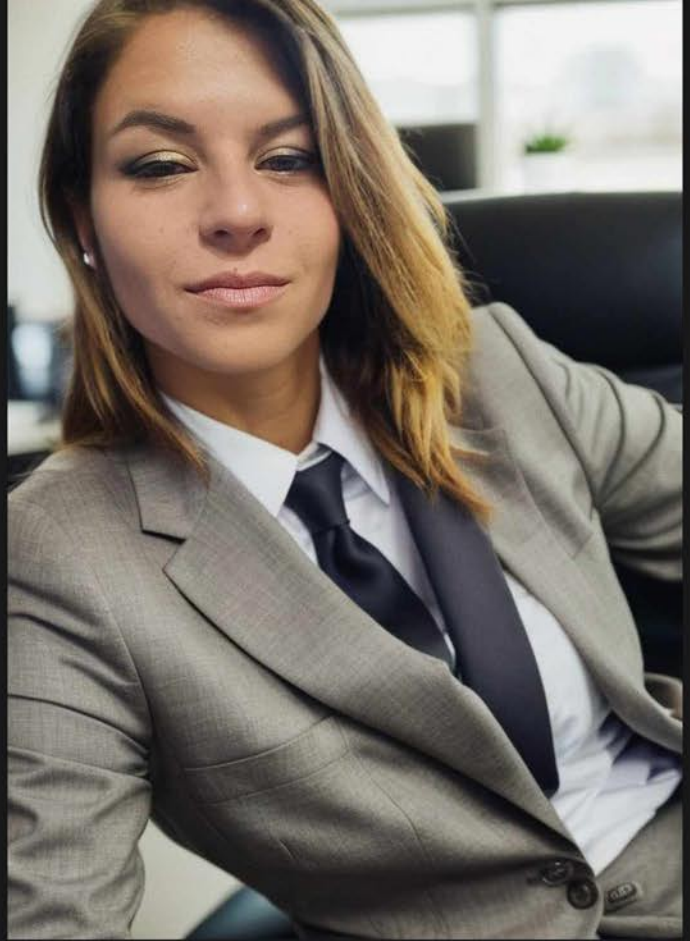
The World's Leading
UX Design School

SoffUni / Telerik
2015 - 2017

Learning Students
Integrated System

Plovdiv University
2011 - 2015

Bachelor Degree of
Mathematics & Informatics



_Experience

UI / UX Designer

Deploee Ltd.

2021

2023

Currently we are developing a platform called **Jemmworks**. It's about employee benefits and it is located in America. Our primary responsibility was to design the entire website as well as the three distinct wizards for the employer, employee, and merchants.

On the one hand, we had to consider the needs of the employees and develop a **cutting-edge, user-friendly application** that would assist them in striking a better work-life balance. On the other hand, there were the employers and the merchants, whose major **objective was to grow purchases**.

Graphic Designer

Arte Hotel

2018

2021

We improved the entire brand design by making it more compelling and consistent. **We created a whole new website**, giving us complete access to the metrics that we did not have in the previous one.

We enhanced the UX design and **increased the adaptability of the upcoming support**. That caused a 50% reduction in the updating procedure.

_Reference

Anna Bozhkovo

General Manager / Arte Hotel

Extremely reliable, punctual, creative and handles deadlines very well. Even if there is a task that is previously unknown for her, she will never turn it down, but will do her best to gain knowledge and experience. Always being there for her colleagues and teammates.



_Technical Skills

Software:

Adobe XD, Figma, Adobe Photoshop,
Adobe Illustrator, Adobe AfterEffects

UX Methodologies:

Usability Testing, User Interviews, Card Sorting,
Competitor Analysis, User Research

UX Deliverables:

Wireframing, Prototyping, Journey Mapping,
User Personas, Storyboards

Zoritsa

UI / UX DESIGNER