



The way I work

I believe that the most important part of a design process is defining the problem clearly and setting achievable goals for the team. Being able to strike a good balance between what the research and data says, and what can be achieved and validated in the shortest amount of time is what keeps a product ahead of the curve. As a designer I know that compromise is part of my job and being able to make one when needed and to keep focus on the important things is crucial.

Mentoring & writing

I do paid and free mentorship on places such as DesignLab, ADPlist and Revive. As a mentor I prefer to be goal oriented and I tend to set clear and achievable tasks. Every person is different and it's vital to understand what's important for each individual, what one wants to learn or improve on, how they prefer doing it and at what rate. Even more importantly it's most often not the how, but the why that is crucial for people to understand and to make sense of things. I also write in my spare time at uxdesign.cc and occasionally speak at events like the Apps World London.

Featured in

Behance, Tappawards, Two Fold Magazine,
Really Good E-mails, Producthunt

Tools

Figma, SketchApp & Abstract, Framer, InVision, Zeplin, Origami
HTML, CSS & JS
Adobe CC (PS, AI, ID, AF)
Hotjar, Fullstory, Mixpanel, Pendo, GA
Miro, Axure, OmniGraffle
JIRA / Clubhouse
MS Office

Knowledge

UI/UX Design, Grid & Layout,
Prototyping, Sketching, Good sense for
typography and space, Mentoring,
Coding, Debugging, Image editing,
Data Analytics, Advertising & Social
Media

Work experience

- **Senior Product Designer at Tray**
London, United Kingdom
July 2020 - Present
- **Senior Product Designer at Attest**
London, United Kingdom
November 2018 - June 2020
- **Senior Product Designer at Questback**
London, United Kingdom
December 2017 - November 2018
- **Senior Product & UX Designer at AirPortr**
London, United Kingdom
January 2017 - December 2017
- **Senior Product & UX Designer at Grabyo**
London, United Kingdom
November 2014 - December 2016
- **UX/UI Designer at Digital-Labs**
London, United Kingdom
April 2014 - November 2014
- **UX/UI Designer at William Hill**
Gibraltar, United Kingdom
July 2013 - March 2014
- **Senior Graphic Designer at Ogilvy & Mather**
Sofia, Bulgaria
April 2010 - July 2013
- **Graphic Designer at Essence Marketing**
Sofia, Bulgaria
January 2009 - March 2010
- **Junior Graphic Designer at Context Ltd.**
Plovdiv, Bulgaria
June 2008 - September 2008

Education

- **BA in Visual Arts and Graphic Design at New Bulgarian University**
Sofia, Bulgaria
September 2008 - July 2012