



A logical-thinking problem solver, a passionate UX researcher with insatiable curiosity and a jack-of-all-trades in product design.

An adaptive quick learner bringing empathy for the user, multicultural experience, an eye for aesthetics and expertise in remote teamwork.

## Falcon.io, Sofia [🔗](#)

### Senior Product Designer

MAY 2020–NOW

As part of the Onboarding team, responsible for designing the onboarding experience for new users on one of the world's leading social media management platforms.

**Initial social media profile connection** [🔗](#) *case study*

## Traum-Ferienwohnungen GmbH, Bremen [🔗](#) *remote from Sofia*

### Senior UX & UI Designer

NOV 2017–MAY 2020

Researching, analyzing and continuously improving the user experience of private homeowners on one of Germany's biggest self-service vacation rental portals. Covering the full cycle from signing up on the platform through creating and managing listings to dealing with booking inquiries and reviews. Closely co-operating with product owners as well as front-end and back-end developers on the homeowner backoffice system, from iterating on feature concepts to design QA, go live and subsequent assessment.

**Booking platform overhaul** [🔗](#) *case study*

**New rental pricing management system** [🔗](#) *case study*

**Homeowner signup flow** [🔗](#) *case study*

## Traum-Ferienwohnungen GmbH, Bremen [🔗](#) *since 2015 remote from Sofia*

### Graphic & UI Designer

APR 2014–NOV 2017

Acting as a one-stop design shop, supported all units in the company with their graphic design and interface design needs. In my capacity as an interface designer, consulted and co-operated with the homeowner product unit on multiple features and design improvements for private homeowners.

## Lifestream Creations GmbH, Bremen

### iOS Application & UI Designer

OCT 2013–MAR 2014

## Stanga AD, Sofia [🔗](#)

### Digital Designer > Digital Design Team Leader

FEB 2009–MAY 2011–FEB 2013

## TOOLS & SOFTWARE

Photoshop, Illustrator, InDesign

Sketch + Zeplin

InVision

Hotjar *user behaviour analytics*

Kameleoon *A/B testing*

HTML & CSS *basic skills*

Chrome DevTools

Google Analytics *basic skills*

YouTrack, Jira, Kanbanize

macOS, Android, Windows

## LANGUAGES

Bulgarian *native*

English *C2, near-native*

German *C1-C2, proficient*

Spanish *A2, basic skills*

Russian *A1, very basic skills*

## kashkaval tourist

### Travel Blogger

MAR 2014–NOW

Single-handedly maintaining one of the first in-depth English-language travel blogs focusing on Bulgaria and the Balkans, with ca. 12,000 monthly visits and topics ranging from local food and drink to off-the-beaten-track destinations.

Collaborated with multiple adventure and alternative travel companies, Bulgarian municipalities and the Ministry of Tourism of Bulgaria. Grew an organic community of over 4,000 Facebook fans and attained a prominent Google search results presence (just google “Bulgarian food”).

## University of the Arts, Bremen

### Master of Digital Media

OCT 2013–SEP 2015

Explored the crossroads of design, art and technology in an interdisciplinary and multicultural environment. Learned extensively from computer art pioneer and thinker Frieder Nake, who supervised my master project and thesis.

#### **Der Rattenfänger Revisited** *master project*

Co-authored an art installation recreating the medieval legend of the Pied Piper of Hamelin using programmed lasers and a tank filled with hundreds of living brine shrimp.

#### **Behind the Silicon Curtain:**

#### **Computer Art in the Eastern Bloc** *master thesis*

Conducted in-depth research on the history of early computer art in each Eastern Bloc country throughout the 1960s to 1980s.

## English Opens Doors Program, Punta Arenas, Chile

### Volunteer English Co-Teacher

MAR 2013–JUL 2013

Challenged myself and tested my social and pedagogical skills and adaptivity by teaching English to Chilean schoolchildren in an immersive environment in southern Patagonia.

## New Bulgarian University, Sofia

### Bachelor of Graphic Design

SEP 2008–MAY 2012

## INTERESTS & HOBBIES

modern art & design

digital technology

human-computer interaction

mountain hiking & backpacking

long-distance & trail running

landscape photography

Balkan history and culture