Georgi Lazarov

UX | UI Design

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LinkedIn

876-119-419

Remote | Sofia | Bulgaria

Portfolio

🏳 Portfolio

Experience

UX Designer | Transmetrics
Lead the redesign of an **AI platform** for predictive analytics in the line-haul global transport business. Identified experience shortcomings, heavily collaborated and helped formulate the new vision. Made **design system**. Designed the **UI**. Helped set production standards across company branches. Supported **sales** and **marketing** and produced reusable prototypes for demos.

2023

`full time | contractor`

UX | UI Specialist | Amdocs
Spearheaded design efforts for **multi-module, SAAS, e-commerce** products. Briefly worked on products for internal use, ran **Internal UX boot-camps**, and worked on the **design system**. Evaluated other cross-device products.

2021-2022

`full time | contractor`

UX Specialist | Deployment Matters
Lead the creative efforts of an incubator tech startup in Delft. Designed a **multi-user platform** as a tech catalog of the global energy sector. **Managed every design aspect** on a tight budget, lead collaborative sessions with product management, dev, and marketing. **Produced innovative features** and set up the design system.

2020-2021

`full time | contractor`

UI | UX Designer | SITA Aero
World's largest software and hardware plane producer, required an optimized intra-net environment. While I did not work on their product portfolio, I **set up their service design environment** in a key office in Delft, using **Sharepoint**.

2020

`Contract`

UX | Marketing | Business Intern | Savana Solutions
Worked on **7 products**, of which **3 platforms**, as an intern for a top 10 startup in The Hague. From **creative concepts**, product UIs, UI infrastructure, with **marketing** and **business** deliverables production.

Products ranged from a restaurant app, several municipal apps for infrastructure management, environmental app, websites, service website platform.

2019-2020

`Intern`

UX Designer | FWDPay
Pre-seed fintech startup, leveraging the idea of **shared payments**. Built the basic **mobile app flow** for group payments. Worked on business **scaling** strategies.

2019

`student contractor`

Service Design | ACT / Drees & Sommer
ACT a fintech enterprise was moving to a new office. They required an **environment for increased collaboration** and **face to face interaction**. Several creative concepts were designed into an inter-connected digital, and physical journey. Done via **leveraging extrinsic** and **intrinsic motivations** under a tailor made physiological guideline.

2019

`student contractor`

Web Design | Disney Hallmark
Hallmark was looking for ways to increase engagement in younger people. Created a **multi-step** gift **generator** flow for the **Web**.

2018

`student contractor`

Skills

Research
Qualitative   Quantitative   Market
Competitive   Desk   Business

Analysis
Data   Behavioral   Emotional
Narrative   Content   Thematic

Ideation
High Abstractions   Mappings   Flows
Collaboration   Personas

Visualization
Information Architecture   Lofi/Hifi Proto
Wireframing   Interactive Proto
Lottie animation

Testing
A/B Tests   Un/moderated
Usability   Copy   Accessibility

Specials
UX Strategy   UX Copy   Innovation
Design Systems   Front-end   Internal UX

Tools

Figma   Hotjar   FlatIcon   Adobe XD

Miro   Zapier   Various web tools

Custom Templates   Google Analytics

Invision   Axure RP   Search engines

HTML5   CSS3   CSS Grid   Git   Zoom

Jira   Slack   Teams

Achievements

- Interned at a top 10 Netherlands Startup
- Won an Internship in Kathmandu, Nepal
- Developed websites
- 14 Courses so far

Education | Qualifications

Hague University of Applied Sciences
UX Design | Communication & Design
2018 - 2021
Score: 8+/10

New Bulgarian Univercity
General Biology & Political Theory
2016 - 2017
Score: 5.29/6.00

National Highschool for Ancient Languages and Cultures
Classical education with an emphasis on history and languages
With all mandatory subjects
Subs: Philosophy & Culturology
2010 - 2015
Score: 5.43/6.00

Courses
Design, Marketing, Copywriting, Innovation, Self-learn (books, media)
2017 - 2021
14 Total (see Li profile)

Volunteer Experience

UX Designer | Deutchpunkt
Website redesign of a local language course business.
Social media strategy optimization.