



# Georgi Lazarov

## UX | Product Design

### Portfolio

[Portfolio](#)[Georgilazarov@mailfence.com](mailto:Georgilazarov@mailfence.com)[LinkedIn](#)

876-119-419



Remote | Sofia | Bulgaria

### Experience

#### Product Design | Transmetrics

Redesign of an **AI platform** for predictive analytics and asset management. Identified experience shortcomings, heavily collaborated and helped formulate the new vision. Made **design system** and UI set production standards across company branches. Supported **sales** and **marketing** and produced reusable prototypes for demos.

2023

[full time | contractor](#)

#### Product Design | Amdocs

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](#)

#### Product Design | Deployment Matters

Designing a SAAS tech platform for a startup in Delft. Multi-user platform as a tech catalog for the global energy sector.

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. Product design including **marketing** and **business** deliverables production.

Products ranged from a restaurant app, several platforms, municipal apps for infrastructure management, environmental app, and websites.

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 &amp; Design

2018 - 2021

Score: 8+/10

#### New Bulgarian University

General Biology &amp; 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 &amp; 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.