



# Georgi Lazarov

UX / UI Design,  
Behavioural - Creative thinking

## Myself

Self-learner debut in 2017 with consistent ambition and energy.  
I'm fond of UX as it aligns well with my natural strengths .

Produce my own UX tools and resources.  
Specialize in platforms, competitive and innovative value.

## Academic background

NGDEK (Highschool for ancient languages & cultures)  
2010-2015 *Subs: Philosophy & Culturology*

Classical education with an emphasis on history and languages, with other mandatory subjects.

Score: 5.43/6.00

New Bulgarian University  
2016-2017

General Biology and Political theory.

Score: 5.29/6.00

The Hague University of Applied Sciences  
2018-2021

User Experience / Communication & Media

Score: 8+/10

## Skills

### Product & Design

#### Research - Qualitative & Quantitative

Market	Interviews	Google analytics
Business	Surveys	Hotjar
Product	Un/moderated evaluations	Various checking services
Competitive	Participant studies	Zapier
Desk research		XD, Text Editor, Figma, Miro

#### Analysis

Behavioral	Datawrapper
Emotional	Analytics,
Explorative	XD
Narrative	Excel
Content	
Thematic	

#### Ideation

Personas	Methodological	XD
Maps	High abstractions	Custom templates
Journey flows	Concept / Product	

#### Visualization

Information architecture	XD, Figma, Axure RP9
Wireframing	IOS, Fluent, Responsive, Android UI kits
Lofi/Hifi Prototyping	Various webtools
Interactive prototype	Mockup services
Mockups	
Customized Animation	

#### Specials

UX Strategy	Git
Innovation	Jira
UX Generalism	Slack
Atomic Design	HTML5, CSS3, JS

## Achievements

- Won an Internship in Katmandu, Nepal.
- Interned at a top 10 NL startup.
- Developed websites in the early days.
- 14 courses so far

## Contact me



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Remote / Bulgaria



SCAN ME

## Projects

4 yrs of Client experience

3 yrs of Remote employment

2yrs of Agile experience

UX / UI Specialist Amdocs Optima

Full Time Oct. 2021 - Sep. 2022 Sofia (Remote)

Spearheaded design efforts for two major products. Contributed to the growing UX Awareness within Amdocs. Helped evaluate other cross-device products. Platform, E-commerce, Web.

Creative UX Lead Deployment Matters

Contractor 2020-2021 Delft

Led the creative side of an incubator tech startup in Delft.

Scaling for the stars, Deployment Matters began planning its transformation per the vision of Technology Catalogue - a user platform in the making with many actors and interconnected behavior for the global energy sectors.

With control but limited resources, I managed every design stage and lead collaborative sessions mostly with product management, dev and marketing. Produced innovative product features and revealed an optimal 8 dev sprint future roadmap to achieve a premium feel, and grow as a global competitor.

UI/UX Designer SITA Aero

Contractor 2020 Hague, Netherlands

The world's biggest software and hardware plane experience producer, my job there was to optimize their intra-net environment in one of SITA's key locations. Office wide qualitative research, among prototyping in XD and building in SharePoint.

UX, Business, Marketing Intern Savana Solutions

6 months, 2019-2020 Hague, Netherlands

The ambitious Hague startup Savana Solutions was getting ready to deploy Dimamzo a home-based cooking and food delivery brand. I pitched a place on the team and began working on all projects as the UX lead. Though my responsibilities grew quickly to copy, marketing strategy, content production, business and supply chain research, competition and usability evaluation, I got to grow exponentially in a very dynamic environment.

Service / Creative Design Drees & Sommer, ACT

Student contract 2019 Amsterdam, Netherlands

ACT a fintech enterpriser was moving office to a new building. Management required a designer to create creative concepts for their main goals - increasing collaboration and face to face interaction. Several high value creative concepts were designed into a flow with a universal physiological guideline included. This project benefited to my understanding of behavioral and emotional design.

App Design Delft Municipality

Student contract 2019-2020 Delft

Redesigned, researched and tested the interaction of a tablet and desktop infrastructure app.

Fintech app design FWDPay

Student contract 2018-2019 Hague, Netherlands

Defined, researched and visualized the flows and features of a fintech mobile startup. Envisioned the value of a digital wallet for shared payment storage and usability by collective groups.

Web design Hallmark

Student contract 2018 Hague, Netherlands

This enterprise client was looking for research and prototype concepts to stimulate younger audience engagement. I began a years long goal of creating my own processes design system and this project helped with engaging users and planning for marketing kpi's.

## Others

Customer Support Uber Eats Driver

## Volunteer Experience



User Experience Designer Deutschpunkt

2017 Sofia, Bulgaria

Website redesign, and basic social media strategy optimization. Helped a small local business for language courses with their main information website.

Managed an entire design stage, prototyped a website redesign, and derived strategies for client awareness, competition and brand recognizability.