



# Georgi Lazarov

## UX | UI Design

UX Strategy UX Copy Innovation Platforms

### Experience

4 yrs of Client experience

3 yrs of Remote work

2 yrs of Agile collaboration

#### UX | UI Specialist | Amdocs

Spearheaded design efforts for SaaS, e-commerce products and platforms. Briefly worked on products for internal use, ran UX Awareness bootcamps, and worked on the design system. Evaluated cross-device products.

2021-2022

Full time

#### UX Lead | Deployment Matters

Lead the creative efforts of an incubator tech startup in Delft. Helped transform a, mostly, information website, into a multi-user platform operating in 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 revealed an optimal 8 dev sprint vision future roadmap to transform the business into a global competitor.

2020-2021

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 relationships in a key office in Delft, through Sharepoint.

2020

Contractor

#### 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, full management of all design deliverables, to marketing and business deliverables production. Products ranged from gastronomy, tech, and infrastructure management platforms to simple mobile app management apps, environmental apps, and information website redesigns.

2019-2020

Intern

#### 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 high value concepts were designed into a coherent flow that covered both extrinsic and intrinsic motivations under a tailor made physiological guideline.

2019

Student Contractor

#### UX Designer | FWDPay

Built the basic flow for the mobile app in a pre-seed fintech startup. Helped define the business potential of the startup.

2019

Student Contractor

#### Web Design | Disney Hallmark

Hallmark was looking for ways to increase engagement in younger people. Created a multi-step gift creation flow for the Web.

2018

Student Contractor

#### Others - Customer Support / Uber Eats Driver

2016-2018

### Volunteer Experience ❤️

#### UX Designer | Deutchpunkt

Information Website redesign of a local language course business. Social media strategy optimization.



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Remote | Sofia | Bulgaria



[Website Portfolio](#)



[Portfolio Local](#)

I develop ideas to their maximal potential.  
Your mission could become my mission.

### Skills

#### Research

Qualitative Quantitative Market  
Competitive Desk Business

#### Analysis

Data Behavioral Emotional  
Narrative Content Thematic

#### Ideation

High Abstractions Personas Mappings  
Flows Collaboration

#### Visualization

IA Lofi/Hifi Proto Wireframing  
Interactive Proto Lottie

#### Testing

A/B Tests Un/moderated Usability  
Copy Accessibility

#### Specials

UX Strategy UX Copy Innovation  
Design Systems Front-end

### Tools

Figma Search engines Hotjar  
Miro Zapier Various web tools  
Custom Templates Google Analytics  
Invision Adobe XD Axure RP  
Excel Git Jira Teams Slack  
HTML5 CSS3 CSS3 CSS Grid

### Achievements

- Interned at a top 10 Netherlands Startup
- Won an Internship in Katmandu, Nepal
- Developed my websites
- 14 Courses so far
- Multi-brand design system for personal use

### About

Self-learner debut in 2017.

UX perfectly aligns with my talents.

Specialize in product visions, platforms, and innovation.

Make my own design resources.

### Education | Qualifications

#### National Highschool for Ancient Languages and Cultures

Classical education with an emphasis on history and languages.  
All other mandatory subjects included. Subs: Philosophy & Culturology

2010-2015

Score: 5.43/6.00

#### New Bulgarian University

General Biology & Political Theory

2016-2017

Score: 5.29/6.00

#### Hague University of Applied Sciences

UX Design | Communication & Design

2018-2021

Score: 8+/10

#### Various Courses

Design, Marketing, Copywriting, Innovation

2017-2021

Certifications on LI, 14 total