



# Georgi Lazarov

## UX | UI Design

UX Strategy UX Copy Innovation Platforms



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Remote | Sofia | Bulgaria



[Sample Work](#)

### Experience

4 yrs of Product experience

3 yrs of Remote work

3 yrs of Agile collaboration

#### UX | UI Specialist | Amdocs

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

2021-2022

Full time

#### UX Lead | Deployment Matters

Lead the creative efforts of an incubator tech startup in Delft.

Transformed an 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 envisioned an 8-sprint journey to transform the business into a global competitor.

2020-2021

Contractor | Full time

#### 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 aspects, 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 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

#### UX Designer | FWDPay

Pre-seed fintech startup, leveraging the idea of shared payments.

Built the basic mobile app flow for group payments. Worked on the business scaling strategies.

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

#### Customer Support / Uber Eats Driver

2016-2018

### 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 CSS Grid

### Achievements

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

### About

Self-learner start in 2017.  
UX aligns with my talents.  
Ideas are everything.  
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

### Volunteer Experience

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