

Gloria Rusenova

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Sofia, Bulgaria



EXPERIENCE

UX/UI Designer

Telenor Bulgaria

08/2018 - 12/2020 Sofia, Bulgaria

My role as a UX/UI Designer at Telenor was to create products and design solutions for MyTelenor App, MyTelenor Web, Telenor.bg, Digital Office App (internal app), and Telenor Business portal.

- Re-designed MyTelenor App (1M + users) to increase user satisfaction
- Increased user engagement designing gamification experiences
- Completed the design of over 20 projects such as - Smart Tourist Insurance, E-Vignette, Online Protect, and many others for both Mobile and Web
- Led the design activities, producing Informational Architectures, User Journey Maps and Flows, Wireframes & high fidelity pixel-perfect Designs for Mobile & W
- Managed engagement campaigns in MyTelenor App
- Collaborated with a broad range of internal teams including Tech & Marketing.

UX/UI Design intern

Telenor Bulgaria

06/2018 - 08/2018 Sofia, Bulgaria

- Conducted user researches, interviews, and user acceptance testing
- Produced empathy maps, user journey maps, wireframes and interfaces for mobile and web
- Created design solutions for Digital Office App (Telenor internal app)
- Created design systems for Mobile and Web products
- Worked with Figma, Invision and Adobe Creative Suite

Service Design Intern

Telenor Bulgaria

11/2017 - 05/2018 Sofia, Bulgaria

Created Created design solutions for Digital Office App (Telenor internal App which aims to optimize and digitize existing company processes and to find solutions for employees' pain points).

- Participated in Service Design Sprints
- Supported execution of modules
- Applied elements of Service Design and Agile modality
- Created user journeys and flows
- Managed stakeholders requirements

ACHIEVEMENTS

Re-designed MyTelenor App - 1M+ users

SKILLS

User Research

Interaction Design

Usability test

Prototype

Wireframes

A/B testing

Tech stack

Figma

Adobe Creative Suite

Invision

Google Analytics

Hotjar

Jira

EDUCATION

Creative Design Program

Software University

10/2017 - 09/2018

Bachelor degree European Studies

The University of National and World Economy

2014 - 2018

English and French language

Joan Ekzarh Language School

2009 - 2014