Gloria Rusenova

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📍 Sofia, Bulgaria

EXPERIENCE

UX/UI Designer
Telenor Bulgaria
📅 08/2018 - 12/2020 📍 Sofia

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, EVignette, 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 & Web
- 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

- 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
📅 07/2017 - 09/2018 📍 Sofia

Created design solutions for Digital Office App (Telenor internal App that 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
Visual Design	

Tech stack

Figma	Adobe Creative Suite

Invision	Google Analytics	Hotjar

Jira	Miro

EDUCATION

Creative Design Program
Software University
📅 10/2017 - 09/2018

Bachelor degree European Studies
The University of National and World Economy
📅 01/2014 - 2018

English and French language
Joan Ekzarh Language School
📅 01/2009 - 2014