



SENIOR UX/UI DESIGNER

# Damy Stoyanova

I **code prototypes, make design systems and de-risk projects with Agile UX** research and design. With 5+ years of experience in B2B enterprise applications, I design **end-to-end** - from strategy, UX research and design to UI.

My background in architecture has taught me **systems thinking** that I've applied designing digital products in market research, online brand protection and facade construction.

## WORK EXPERIENCE

OCT 2024 - PRESENT, AMSTERDAM

### Senior UX/UI Designer | Corsearch

- Led redesign of moderation view used by 500+ people daily for critical business tasks. The changes doubled moderators' speed labelling infringing content, reducing operational costs and increasing user efficiency. Led user tests to link UX work to measurable business outcomes. Ongoing project.
- Increased engagement by 1500% for image matching feature by making it easier to find. It's a key way to dive into image data and related images, speeding up identification of infringements which improves client value and operational costs.
- Tracked metrics with Pendo and Google Analytics to make data-informed decisions.
- Collaborated with product owners and tech leads to help achieve business objectives, while decreasing risk with agile design and research. We used Jira and later on, Linear for sprint planning.
- Reworked design system elements to best practices and WCAG 2.1 compliance in Figma, collaborated with developers in Storybook.
- Mentored junior team members on Figma best practices, UX alongside Agile processes, accessibility and design system components best practices.

JAN 2025 - PRESENT, AMSTERDAM

### Design Mentor | Ladies that UX Amsterdam

JAN 2023 - OCT 2024, ROTTERDAM

### UX/UI Designer | MetrixLab B.V.

- Researched and presented a proposal on how to improve user task success rate on a key app screen by 148%, potentially decreasing operational costs by 20% - of Customer Success team acting as an extra layer of UI.
- Designed the user experience of the Toluna/MetrixLab Knowledge base with 1600 continuously increasing daily visits and 1300 unique monthly users.
- Redesigned a form, optimizing core business processes - communication between sales and participant sourcing teams. The process was iterative from user research, wireframes and testing coded prototypes.
- Crafted dashboards for internal reporting tools, gradually redesigning legacy software with new design system.
- Designed and coded HTML/CSS of company-wide authentication portal.
- Upskilled new design team members regarding accessibility, Figma best practices, user research, UX alongside Scrum.
- Maintained the Zensi design system in Figma and Storybook.
- Built interactive prototypes in Storybook using HTML/CSS/JS or Angular.

DEC 2019 - JAN 2023, REMOTE

### UX/UI Designer | Stoa Group

- Reduced website bounce rates from 88% to 58% through redesign.
- Led digital user journey improvements to increase trust and conversions across channels, focusing on BILDA Rainscreen website. I learned about customer needs through user and stakeholder interviews, as well as available industry research.
- Developed a style guide and visual asset collection based on color theory and typography best practices.
- Created landing pages that showcased BILDA's unique value proposition, optimizing messaging through copywriting and tracking metrics.
- Tracked improvements using Google Analytics and Hotjar session recordings.

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## EDUCATION

2019 - 2022

University of Edinburgh

### Digital Media Design MSc.

## SKILLS & TOOLS

User research, user testing, user interviews, wireframes, prototyping, design systems, UX design, cross functional problem-solving, product design, mockups, product management, color theory, typography, market analysis, communication skills, product design, UX Research

Figma, HTML/CSS/JS, Angular, Bootstrap, GitHub, Azure DevOps, Jira, Miro, Scaled Agile Framework (SAFe), Scrum with UX, Linear

## CERTIFICATIONS

Let's Do Design Research Right - by Erika Hall

How to design for accessibility (WCAG 2.0)

Professional Scrum with UX I - Scrum.org

Clean code - Udemy

UX Research for Agile Teams - LinkedIn

Design Practice in Business - DelftX

GDPR Compliance Essential Training

Design Thinking Practitioner - IBM

Discovery Program - Accenture

Enterprise Foundation - Edinburgh Innovations

## PROJECTS

Aspiring Future Female Leaders - Corsearch

\$32k total impact assisting NGOs on catchafire.org - AIP Foundation, Inclusive Action for the City, Climable

WWF Netherlands - Design Volunteer

## LANGUAGES

English - native level, C2

Bulgarian - native level

Dutch - C1

German - B2

## HOBBIES

In my free time I hike, hang out with my cats, read fantasy books, play strategy or RPG games on the PC, or play bass with my band.