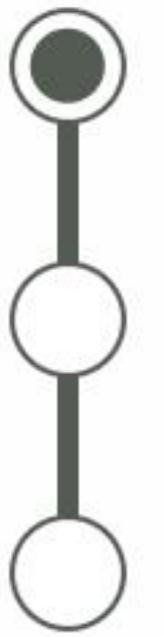


## Senior UX/UI Designer



JAN 2023 - PRESENT, ROTTERDAM  
**MetrixLab B.V.**

DEC 2019 - JAN 2023, REMOTE  
**BILDA Rainscreen**

DEC 2019 - PRESENT, ROTTERDAM  
**damyana.design**



2019 - 2022  
UNIVERSITY OF EDINBURGH  
Digital Media Design MSc.

# Hey, I'm Damyana.

I explore solutions  
with design and code.

Currently working on an end-to-end market research insights platform. I like UX because of its impact, making people's lives better while helping businesses grow and decrease risk. That's why I enjoy advocating for the benefits of user-centered design. I love interesting challenges and learning from colleagues, as well as sharing my own experience, encouraging each other to explore, test and craft the best solutions. I am looking for a new position due to a merger shifting my job requirements.

# Why hire me?



## I understand business goals

I aim to understand business goals and technical feasibility and how to create and measure value of the product through metrics.



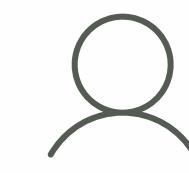
## Effective communication

I like to form and explore hypotheses with the team, making experiments to help them decrease risks when building new features. I try to engage stakeholders, bring them along on my discovery journeys. I've also organized workshops and trainings for teams I work with.



## Translatable experience

I could bring my experience across from working on various internal tools. From designing for onboarding to create a brief, project management, to communicating complex project requirements.



## User-centered approach

I am passionate about making people's lives better. I build with the people I am designing for - from interviews to user testing, but I have experience with various analytics, session recording and digital adoption platforms to draw data from.



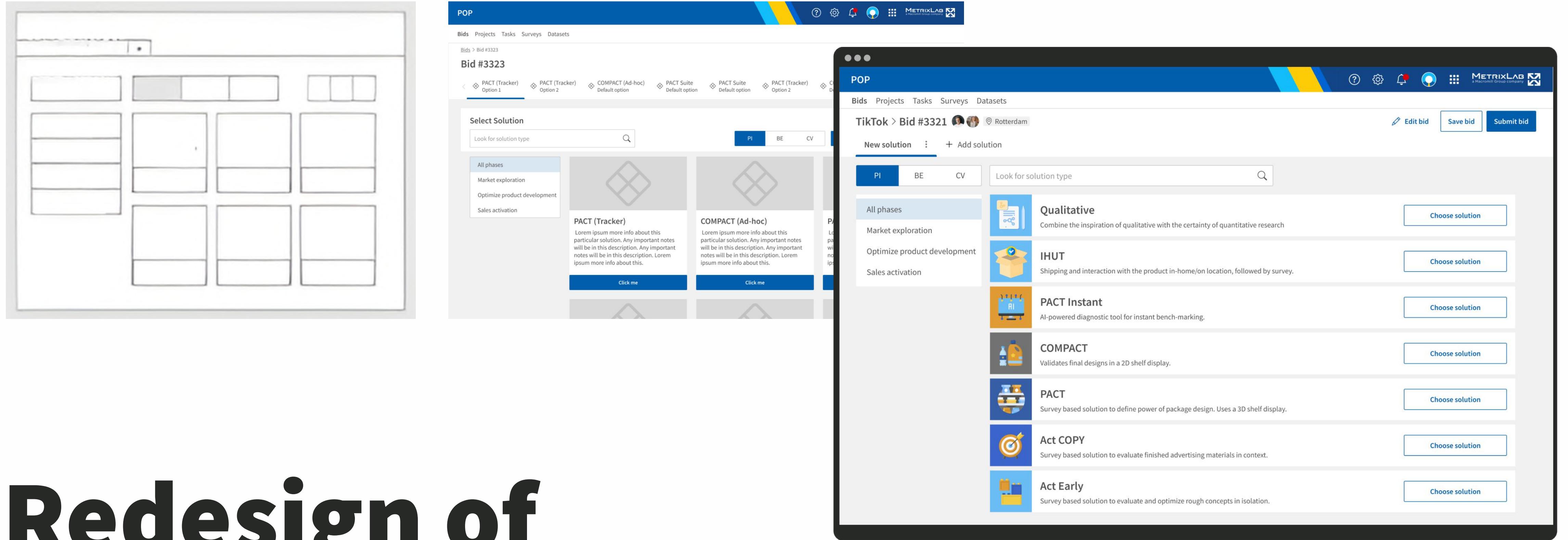
## Focus on accessibility

I believe accessibility makes products usable for everyone, improves the brand image and trust, while increasing the potential user base and ensuring legal compliance.



## Coding skills

I use HTML/CSS/Javascript and frameworks like Angular, React. This helps me create detailed interactive prototypes when needed, assist developers with handoff or help maintain a design system.



# Redesign of feasibility request form

**MY ROLE** UX/UI DESIGN, USER TESTS, ANGULAR PROTOTYPE

# 1 REDESIGN OF FEASIBILITY REQUEST FORM

THE PROBLEM SPACE

**Complex, long form & emailing back-and-forth between sales & sourcing**

GOALS WE PICKED

**Decrease time to fill out**

THE PROCESS I

**Researching the problem**

THE PROCESS II

**Exploring solutions**

CHALLENGES

-

RESULT & FUTURE IMPROVEMENTS

**Implementation**

Sales has to make sure a market research project is feasible before promising to the client. The company deals with complex, custom projects so salespeople have to communicate with sourcing to get precise a feasibility estimation.

*“How many people will need to be recruited for a survey? From what countries? Are translations needed?” are a few of the data pieces sales provide, so sourcing can estimate a price.*

This communication was handled by a three-screen-long form (when scrolling vertically), but mostly through long email chains between sales and sourcing.

First I reviewed many filled in forms and emails. Then interviewed some salespeople and sourcing team members. Several iterations and user tests followed.

While the main mental model and breakdown of steps stood the test, I had to make many small changes. All involved changing the mental model to fit better the users' model of the process. *Remove unnecessary fields, allow only single-country select per sample, allow for the sample type to be changed with a menu option rather than a toggle (which didn't make sense for people).*

I ended up making an Angular prototype with Zensi, the company's design system. The need for a highly interactive prototype came because working with static mockups proved confusing at user tests. I also collaborated with a data engineer on a proof-of-concept involving AI autofilling of the form, which fit well with how salespeople were currently communicating information across (unstructured text).

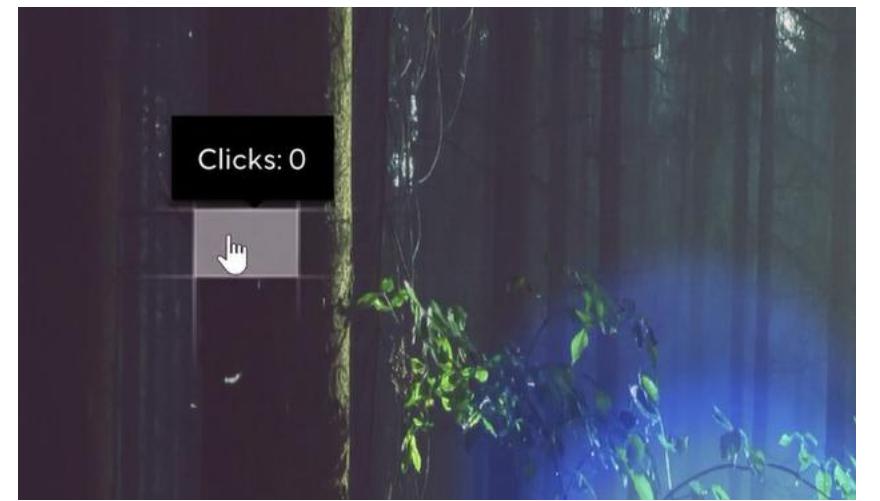
In the end, a merger happened before the design was put in production. A lot of the ongoing work was switched to maintenance, including this project.



Low High



Low High



# Heatmap widget redesign for WYSIWYG report tool

**MY ROLE** UX/UI DESIGN, ACCESSIBILITY, DEV HANDOFF

## 2 HEATMAP WIDGET REDESIGN FOR WYSIWYG REPORT TOOL

THE PROBLEM SPACE

**People exporting their data to present elsewhere**

GOALS WE PICKED

**Allow users to present insights easily**

THE PROCESS I

**Researching the problem**

THE PROCESS II

**Exploring solutions**

CHALLENGES

**Devs ran into issues implementing color scheme**

RESULT & FUTURE IMPROVEMENTS

**Revealing grid on hover**

The market research company that took over in the merger already had an end-to-end platform for providing insights to answer clients' questions. That's why, here my role was more focused on individual features. However, after receiving the survey results in the Analytics part of the platform, people export it and create their final reports in other software.

The Insights platform was meant to keep people within the company's ecosystem of tools and provide a quick, easy way to aggregate and present insights. On this task, my role was to redesign the heatmap widget according to high-level flows and existing design standards.

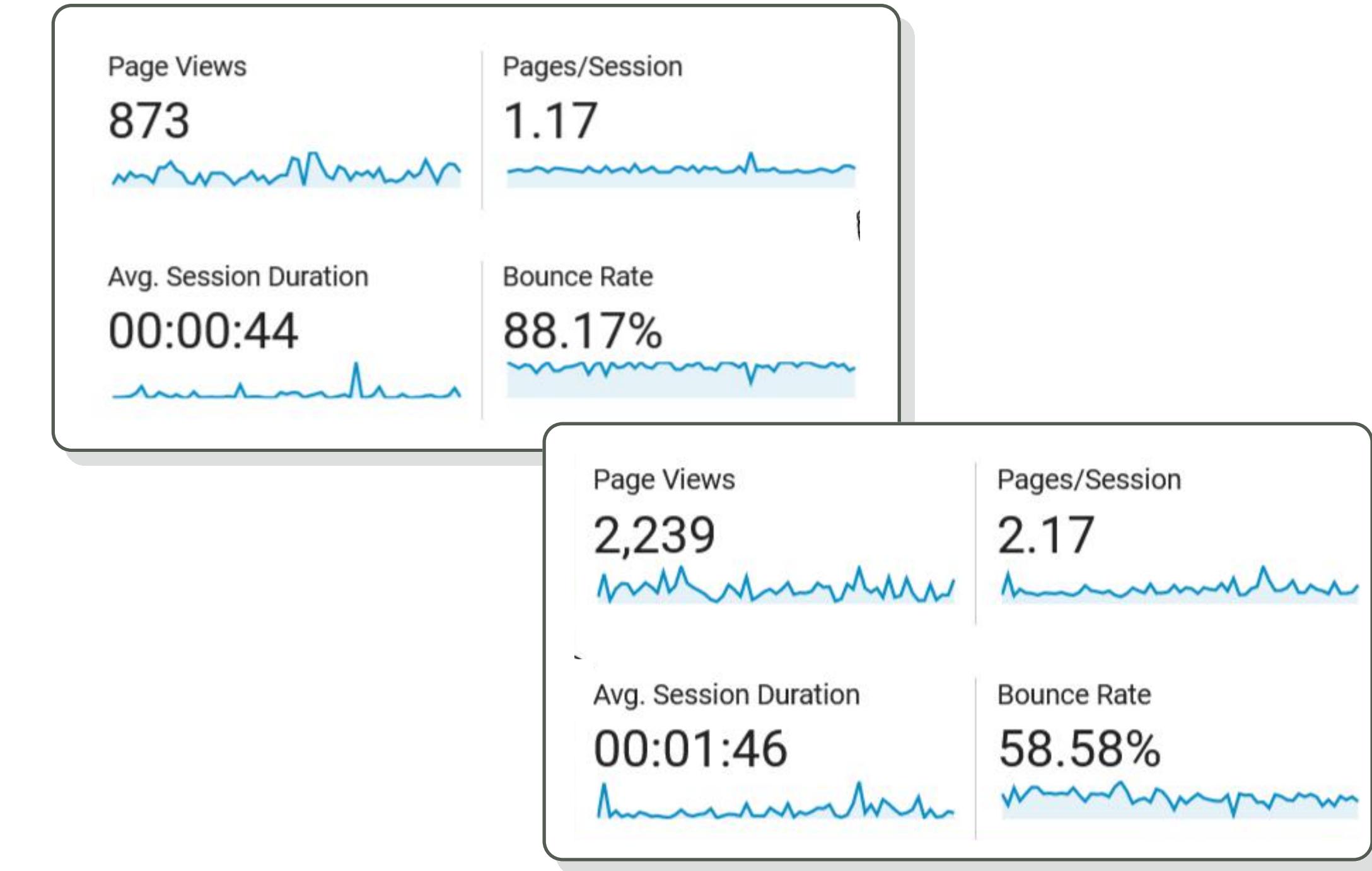
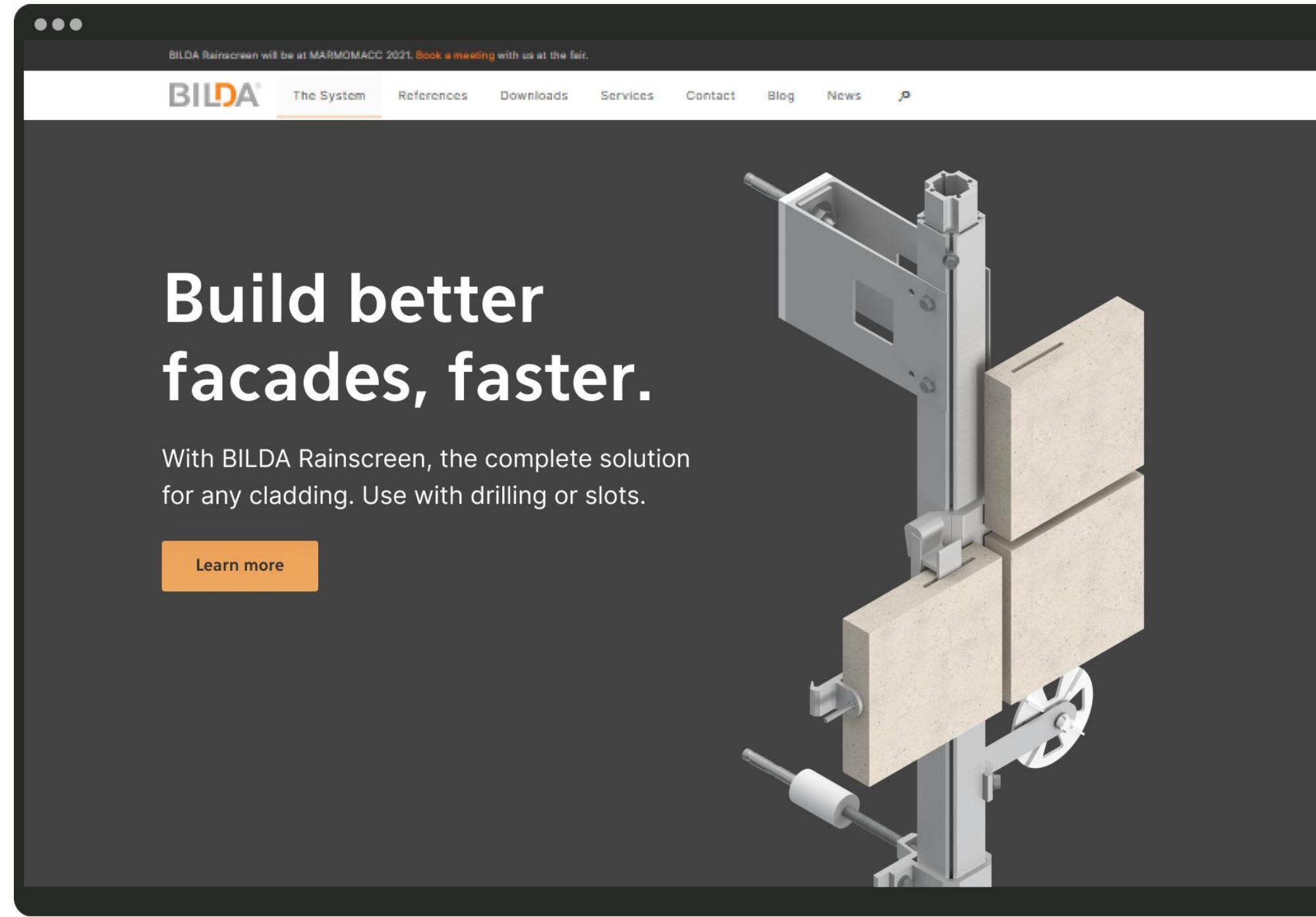
First I researched common heatmap color schemes. While designing, I was making sure to check with different colorblind filters and keep high contrast, as high accessibility can benefit all people who use the product.

What were the existing solutions? What is possible in terms of customization, while keeping the interface accessible? How do existing design systems tackle additional information being revealed on hover, without impeding the user?

Implementing the heatmap ran into a challenge. Then I communicated with the developers and cloned the heatmap library they were using to explore why the issue was appearing. The colors looked different and were lacking contrast.

In the end, I presented several options to the Product Owner - each with relevant considerations. From the default heatmap to an altered scheme alternative, with less hues, spaced out at different rhythms and with increased saturation for higher contrast.

A future improvement would be adding a hover state that highlights the underlying data grid unobtrusively, while showing a tooltip after 1s delay and keeping it open on click.



**Lower bounce rate by 30%**  
**for BILDA Rainscreen website**

**MY ROLE** UX RESEARCH, ANALYTICS, UX/UI DESIGN, DEVELOPMENT

### 3 LOWER BOUNCE RATE BY 30% FOR BILDA RAINSCREEN WEBSITE

THE PROBLEM SPACE

**88% of visitors bouncing off the home page**

GOALS & METRICS WE PICKED

**To keep and engage visitors**

THE PROCESS I

**Researching the problem**

THE PROCESS II

**Exploring solutions**

CHALLENGES

**Bounce increase up to 95%**

RESULT & FUTURE IMPROVEMENTS

**Bounce lowered by 30%**

Their website and all their content was locked within Wix, with a growing user base. There were walls of text, 88% people bouncing off the home page, with very few visits to other pages.

We measured our progress through homepage bounce rates, average page views and time spent on site.

First I got familiar with the problem space. Using methods from competitor reviews, to industry journals, stakeholder interviews, analytics and session recordings data. Then aggregated the data into design artifacts - personas, flows, information architecture tree.

Then I explored solutions that focus on the goal. I theorized that adding more visuals, restructuring the website IA according to user tasks and adding more social proof would help remedy the issues.

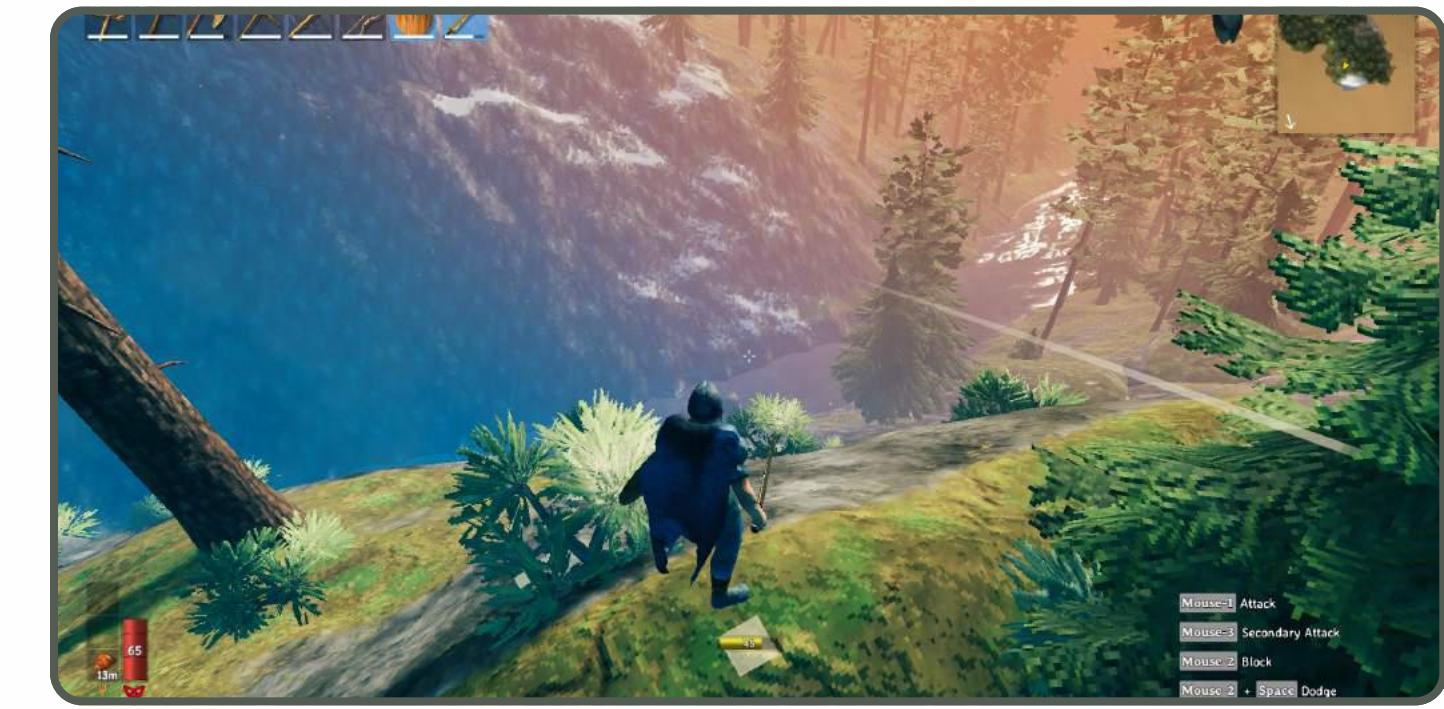
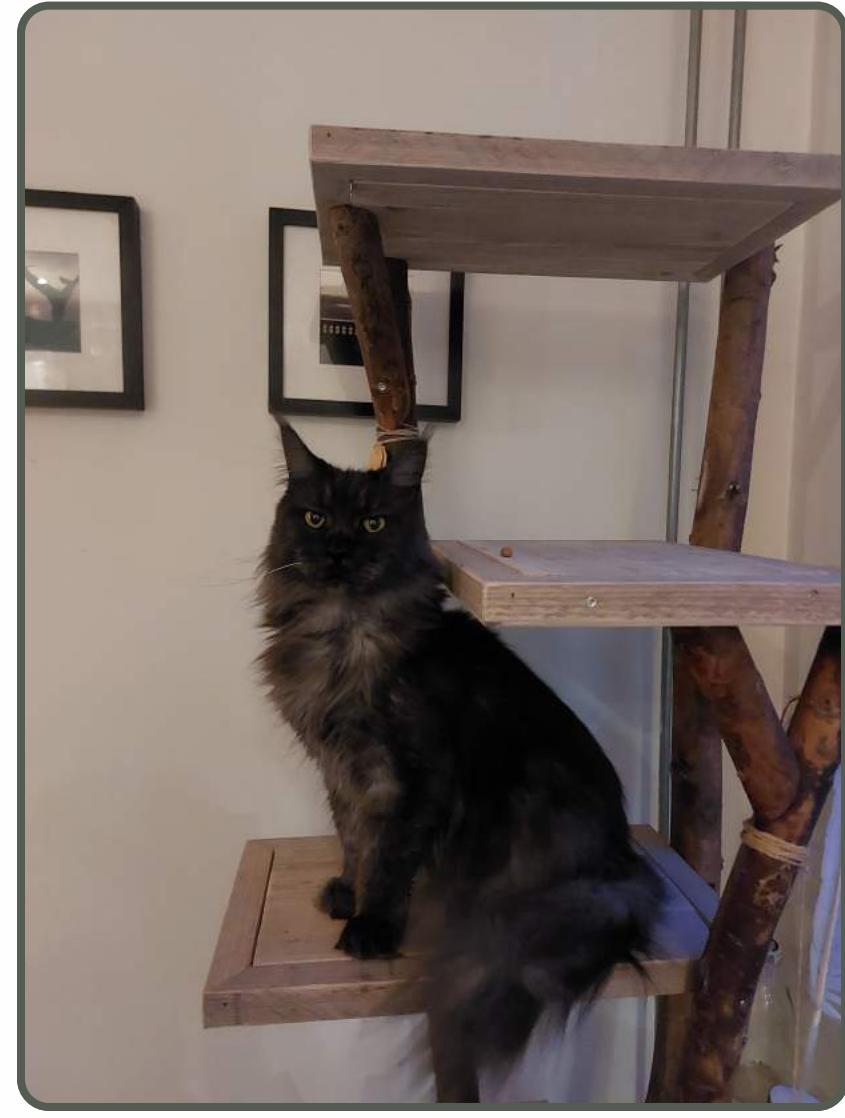
Bounce rates went to above 95% temporarily, which turned out to be due to loading speed issues. To fix them, I used GTMetrix and worked with the hosting support team.

Over time, through tracking JS events on the site, it became clear that downloadables are more important than the contact or new detail request forms. In the future, it would also be great to create a member-only login zone for accessing sensitive data like .dwg details.

Bounce rate: 88% to 58%

Pages per session: 1.17 to 2.17

Avg. session duration: 0:44 to 1:46



# Free time

In my free time, I like to pet my cat Elli, play bass, hike in warmer weather and play PC games in colder.

I hired Damyana because of her passion for user experience design. She turned out to be a great researcher, being very pro-active in reaching out to users and understanding their needs and frustrations. In addition to that she has a deep technical understanding of both programming and product strategy. This is a combination that is very rare amongst designers, and is invaluable for product innovation. (...)

It is a pleasure to work with Damyana, as she is a team-player and a social person. She gives great feedback to her peers and she handles feedback on her own designs very well. I'm confident that she will be very successful in her career as a leader in design.

**DANIEL DE WIT, LEAD UX/UI DESIGNER**

# What is it like to work with me?

And puns. A lot of bad puns.

A wonderful experience! Not only Damyana is an expert in her domain but she is also patient and kind, in addition to her problem-solving mindset. We were lucky to work with her and learn from her. (...) we are going to continue our collaboration with her for the next step of our website project. Thanks Damyana!

**AMÉLIE HUYNH LE MAUX, COMMUNICATIONS MANAGER AT AIP**

Damyana and I began our journey at Metrixlab simultaneously, and throughout our time together, she has consistently demonstrated her expertise as a UX/UI designer. One standout contribution was her comprehensive competitor analysis, a task she approached with a high level of precision and insight, proving invaluable for our team's strategy.

Her ability to delve deep into the nuances of a problem showcases not only her analytical skills but also her genuine passion for crafting effective solutions.

Beyond her professional expertise, Damyana brings a positive and enjoyable dynamic to the workplace. Her sense of humor creates a pleasant atmosphere, making collaboration a joy. What sets her apart is not only her proficiency in UX/UI design but also her willingness to go above and beyond to support her colleagues. Her collaborative spirit and eagerness to assist make her an asset to any team.

**ANGIE MUNSHI, PRODUCT OWNER**

# Thanks for stopping by.

Want to talk?  
Let's book a call.

0645596361 | [hello@damyana.design](mailto:hello@damyana.design)



illustration by [cromaconceptvisual](#)