



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 and SaaS** applications, I **design end-to-end** - from strategy, UX research and design to UI. My specialties are complex workflows and data-heavy interfaces. My background in architecture has taught me **systems thinking** that I've applied designing in the market research, online brand protection and facade construction industries.

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.
- Increased engagement by 1500% for image matching feature by making it easier to find.
- Used Pendo and Google Analytics to make data-informed design decisions.
- Collaborated with product owners and tech leads to help achieve business objectives, while decreasing risk with agile design and research.
- 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 - JUNE 2025, AMSTERDAM

UX/UI 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 Toluna/MetrixLab Knowledge base with 1600 continuously increasing daily visits and 1300 unique monthly users.
- Supported several cross-functional Agile squads, collaborating with Product Owners and developers.
- Redesigned a form, optimizing core business processes and speeding up communication between sales and participant sourcing teams.
- Crafted dashboards for internal reporting tools, redesigning legacy software while balancing customer needs and business objectives.
- 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

- Bounce rates decreased from 88% to 58% with a website redesign. ☑
- Took ownership of digital user journeys, aiming to increase trust and conversions across channels, with main focus on BILDA Rainscreen website.
- Created a style guide and a collection of visual assets. ☑
- Created landing pages and continuously worked on the website to showcase BILDA's unique value proposition, while tracking data in Google Analytics and session recordings in Hotjar to measure improvements.

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Sounds interesting?

- [My portfolio - damyana.design](#)
- [Let's grab a digital coffee.](#)

EDUCATION

OCT 2019 - JUNE 2022

University of Edinburgh Digital Media Design MSc.

SKILLS & TOOLS

UX research, UX design, UI design, mockups, user-centered design, user interviews, user testing, wireframes, coded prototypes, design systems, product design, information architecture, problem-solving skills, user feedback, frontend, communication skills
Figma, HTML/CSS/JS, Angular, GitHub, Azure DevOps, Jira, Linear, Miro, Google Analytics, Hotjar, Pendo, Storybook, Chromatic

CERTIFICATIONS

Aligning with Strategy - Fountain Institute
Presenting with Confidence - Mike Monteiro
Let's Do Design Research Right - 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

WebExpo 2025 - attended conference
Aspiring Future Female Leaders program
\$32k total impact assisting NGO-s
WWF Netherlands - Design Volunteer

LANGUAGES

English - native level, C2
Bulgarian - native level
Dutch - C1

HOBBIES

In my free time I hike, hang out with my cats, read fantasy books, play PC games or play bass with my band. I also enjoy making bad puns.