SENIOR UX/UI DESIGNER
Damyana Stoyanova

⊙ Weert, Netherlands
LinkedIn profile
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I explore solutions with design and code, based on data. I am passionate about user experience and its ability to enable sustainable growth through ethical, human-centered digital experiences that make people's lives better.

I love working on niche B2B or enterprise software and learning about how it works, its users and the business model.

↗ damyana.design   ↗ Case study walkthrough & coded prototype

- 5 years experience in B2B
- Take ownership of the whole process from strategy and UXR to UI
- Specialize in design systems
- Code interactive prototypes for user tests
- Lower business risk with Agile UX experiments

WORK EXPERIENCE

OCT 2024 - PRESENT, AMSTERDAM
Senior UX/UI Designer | **Corsearch**

- Reworked key screens in Navee's Product Monitor software (recently acquired by Corsearch) to improve moderators' speed in labelling infringing content and assessing content labelled by system rules or LLM.
- Advocated for user experience as a strategic partner for product that can de-risk key business initiatives.
- Reworked design system elements to best practices in Figma, collaborated with developers in Storybook.
- Did extensive research on how to create optimal data visualization tools for investigators in online brand protection.
- Mentored junior team members on Figma best practices, UX alongside Agile processes, design system components best practices.

JAN 2025 - PRESENT, AMSTERDAM
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**

- 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 designed and developed interactive UI elements to showcase BILDA's unique value proposition, while tracking analytics and session records to measure improvement.

EDUCATION

OCT 2019 - JUNE 2022
University of Edinburgh
Digital Media Design MSc.

SKILLS & TOOLS

UX research, UX design, visual design, UI design, user interviews, user testing, sketching, wireframing, interactive coded prototypes, design systems, front-end coding

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

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 program at 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 - B2

HOBBIES

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