Damyana Stoyanova
UX/UI DESIGNER

Exploring solutions with design and code, based on data.

WORK EXPERIENCE

MetrixLab B.V.
UX/UI DESIGNER

- collaborated with cross-functional scrum teams on end-to-end platform for research.
- did competitor research to identify business opportunities and assist product owners and other team members.
- helped maintain and worked with design system.
- helped agile teams decrease business risk by exploring and testing various solutions - using various methods from research and user tests to sketches, wireframes, Figma or Angular prototypes.
- explored complex user, information flows and service interactions to help build an end-to-end research process platform.
- built interactive prototypes using HTML/CSS/JS or Angular - to test with users and improve dev handoff.
- collaborated with data engineer on a proof-of-concept Angular prototype with ML functionalities.
- redesigned corporate employee authentication flow and implemented in HTML/CSS/JS.

BILDA Rainscreen
UX/UI DESIGNER

- bounce rates decreased from 88% to 58% with a website redesign.
- collaborate with client's team, deliver sketches, wireframes and Figma prototype, develop in WordPress. All based on UX research and data about target audience.
- create a style guide and a collection of visual assets.
- continuously monitor analytics, session recordings to improve chosen metrics.
- create landing pages and continuously design and develop interactive UI elements to showcase BILDA's unique value proposition.

damyana.design
FREELANCE UX/UI DESIGNER

- collaborated with teams and kept clients and stakeholders updated, managing iterations and keeping track of metrics towards chosen goals.
- UX audits - competitor research, stakeholder interviews, heuristic analysis of desktop or mobile web flows, monitoring analytics - Wix, Google Analytics, Hotjar session recordings to find pain points and improve conversions.
- summarized research insights, offered and tested potential solutions.
- created personas and user journeys based on research data.
- created print and digital materials to solve pain points in customer journey and achieve business goals.
- collaborated with international and local organisations and companies: **WWF Netherlands, AIP Foundation, Inclusive Action for the City, Climable, WiNGS, bilda.net, bilda.nz, meedeethaikitchen.com, dkayhomegoods.com.**
- $32k total impact assisting NGOs on catchafire.org

EDUCATION

Digital Media Design MSc.
UNIVERSITY OF EDINBURGH
2019 - 2022

Specialized in UX, UI and coding prototypes. The thesis focused on creating and iterating on a browser extension to help people with ADHD have a calmer browsing experience. In my research, I explored topics like PIM, gamification, applying behavioural science principles for behavioural change.

Architecture MSc.
NEW BULGARIAN UNIVERSITY
2013 - 2016

Completed 180 ECTS towards a 6-year MSc. degree in Architecture.

SKILLS   ## TOOLS

UX research, UX design visual design, UI design user interviews, user testing sketching, wireframing HTML/CSS/JS, Angular prototyping GitHub collaboration

Figma, Framer Adobe Suite, Affinity Designer HTML/CSS/JS, Angular, Bootstrap GitHub, Azure DevOps Miro, MS Office, MS Teams, Slack

CERTIFICATIONS

How to design for accessibility (WCAG 2.0) - Udemy
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

LANGUAGES

English - C2 (IELTS 8.5)
Dutch - B2
Bulgarian - native

HOBBIES

In my free time I hike, read fantasy and sci-fi books, have beer or play with my band.