



# Adrian Staykov

UI/UX, and Graphic Designer

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## Summary

I have started my career path as a Graphic Designer in an advertising agency back in 2016. Since June 2017 I work as a designer in a small IT company.

## Practical and Theoretical experience in:

- UI/UX Design methodology and principles;
- Web Design;
- Project Management (small-scale projects);
- Small-scale Projects Leading;
- Communication with stakeholders;
- Negotiating projects' scope, stages, work approach, and schedules;
- Time management & working on tight deadlines;
- Teamwork in a full-stack development team;
- Practical experience in implementing small-scale web development projects (CMS based websites, simple HTML&CSS templates);
- Theoretical knowledge in Web Development.

## Work Experience

Company name & Time period	Position & Responsibilities
It ST Technology Ltd. 2017 - Present	<p><b>Position:</b> Graphic Designer (Main designer in the company)</p> <p><b>Project types (B2B/B2C):</b></p> <ul style="list-style-type: none"><li>• <b>Web/UI/UX Designs;</b></li><li>• <b>Graphic Design</b> (Branding; Print; Packagings, Advertising Materials, and more);</li><li>• <b>Web Development</b> (CMS installation, setup, customization, optimization, simple custom HTML &amp; CSS templates).</li></ul> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"><li>• <b>Direct communication with stakeholders</b> (defining project's goals, requirements, deadlines, and more);</li><li>• <b>Communicating the projects' specifics</b> with the company CEO and designated team members;</li><li>• <b>Scheduling and leading</b> projects and/or different project's stages depending on the scope;</li><li>• <b>Research</b> (small scale discovery, competitive studies, research for good practices, and design trends);</li><li>• <b>Creating wireframes and interactive prototypes;</b></li><li>• <b>Small audience user testing;</b></li><li>• <b>Creating design concepts following good industry practices</b> (accessibility and usability, typography, consistency and standards, design trends, and more);</li><li>• <b>Audits, analysis, and ideation</b> (identifying potential</li></ul>

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It ST Technology Ltd. 2017 - Present	<p>tool/website/product issues, areas for improvements, and building hypothesis for following changes);</p> <ul style="list-style-type: none"><li>• <b>AB Testing</b> (experiments, monitoring, and implementation);</li><li>• <b>Installing, setting up, customizing, optimizing, and managing CMS based websites;</b></li><li>• Communication with technical support (hosting);</li><li>• Collaboration with a digital marketing expert;</li><li>• Communicating with print houses;</li></ul>
Lambadjiev Standard Ltd. 2016 - 2017	<p><b>Position:</b> Graphic Designer</p> <p><b>Project types (public contracts):</b></p> <ul style="list-style-type: none"><li>• Design of advertising materials (print materials, souvenirs, and more);</li><li>• Print Layout;</li><li>• Branding.</li></ul> <p><b>Responsibilities:</b></p> <ul style="list-style-type: none"><li>• Working strictly on already settled project specifications;</li><li>• Following strict design and branding guidelines;</li><li>• Direct communication with stakeholders during the work process;</li><li>• Creating design concepts that are then discussed with the team, the company CEO and Lead Designer, and the stakeholders;</li><li>• Communicating with print houses and handling the logistics for print materials/souvenirs;</li><li>• Collaboration with an IT expert on web-related projects.</li></ul>

## Education

School	Degree & Field of study
Sofia University St. Kliment Ohridski (2015 - 2016)	Master's degree (Advertising design)

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School	Degree & Field of study
Sofia University St. Kliment Ohridski (2011 - 2015)	Bachelor's degree (Art and pedagogics)
Nayden Gerov high school, Lom (2007 - 2011)	Mathematics and Computer Science

## Courses and Certificates

Issuing Organization	Course/Certificate
Udemy (2022)	<a href="#">Complete Agile Scrum Management + Kanban + 4 EXTRA courses</a>
Udemy (2021)	<a href="#">DESIGN RULES: Principles + Practices for Great UI Design</a>
Interaction Design Foundation (2021)	<a href="#">Design for the 21st Century with Don Norman</a>
Interaction Design Foundation (2021)	<a href="#">How to Create a UX Portfolio</a>
Interaction Design Foundation (2021)	<a href="#">The Practical Guide to Usability</a>
Udemy (2021)	<a href="#">Adobe CC Masterclass: Photoshop, Illustrator, XD &amp; InDesign</a>
Software University (2016)	<a href="#">Crash Course in UX - November 2015</a>

## Languages

Language	Level of command
English	Intermediate Level
Bulgarian	Native Speaker

## Skills

Soft Skills	Hard Skills
<ul style="list-style-type: none"><li>• Integrity;</li><li>• Work Ethic;</li><li>• Empathy;</li><li>• Reliability;</li><li>• High level of self-organization;</li><li>• Effective Communication;</li><li>• Creativity;</li><li>• Team Work;</li><li>• Critical Thinking and Problem-solving;</li><li>• Adaptability;</li><li>• Open-minded;</li><li>• Willingness to learn.</li></ul>	<ul style="list-style-type: none"><li>• Prototyping (Paper Prototypes, Low &amp; Hi-Fidelity Prototypes, Interactive Prototypes);</li><li>• Journey Mapping and User Flows;</li><li>• Research/Discovery Process/Personas;</li><li>• Wireframing;</li><li>• Accessibility testing;</li><li>• AB Testing;</li><li>• Design Thinking;</li><li>• Competitive Analysis;</li><li>• Visual Design;</li><li>• Information Architecture;</li><li>• Print Layout and Prepress;</li><li>• Drawing;</li><li>• Project Management.</li></ul>



## Tools and Technologies

Design/Creative	Project Management	Web Development/Support
<ul style="list-style-type: none"><li>• Adobe CC (Illustrator, Photoshop, InDesign, After Effects);</li><li>• Figma;</li><li>• Miro/MindMeister;</li><li>• Google Web Designer.</li></ul>	<ul style="list-style-type: none"><li>• GitScrum;</li><li>• Asana;</li><li>• MeisterTask;</li><li>• Slack;</li><li>• Trello;</li><li>• Redmine.</li></ul>	<ul style="list-style-type: none"><li>• WordPress;</li><li>• HTML &amp; CSS;</li><li>• cPanel;</li><li>• FileZilla;</li><li>• Notepad++/Sublime Text/Microsoft Visual Studio Code;</li><li>• GitHub.</li></ul>

## Hobbies and Interests

	<ul style="list-style-type: none"><li>• Reading about UI/UX design and Programming;</li><li>• City walks &amp; Riding a bike;</li><li>• Watching movies and listening to music;</li><li>• Collecting wristwatches.</li></ul>
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