



Bo Chipev

More than 10 years of experience in creating software solutions that put the user first.

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Who am I?

A software development generalist with strong strategic and research skills, bridging the gap between design and technology. I thrive in complex, technical product environments, especially where the end user is a developer, engineer, or technical specialist.

What am I looking for?

A senior role within a mature (or maturing) product organization that includes mentorship and leadership responsibilities, ideally in DevUX or technical enterprise software.

Skills

Design: Concepting, Wireframing, Prototyping, Animations & Micro interactions, Design systems, Figma

Research: Usability testing, Interviewing, Surveying, A/B testing, Preference testing

Management: Growth mentorship, Planning & organization, Prioritization (RICE Model), OKRs, Agile, Scrum

Technical: Vanilla JS, Astro.js, CSS, Tailwind, SQL, APIs, Git, Docker

Soft: Stakeholder management, Critical thinking, Problem solving, Facilitation, Conflict resolution

Languages: English (C2), Dutch (C1), Bulgarian (Native)

Work experience

Senior UX researcher & user validation engineer @ tweakers.net (part of DPG Media)

2019 - present Amsterdam (hybrid)

Created user interfaces, flows, and interactions, grounded in extensive user research (surveys, interviews, forum analysis) for a product with 1.5M monthly active users.

Led end-to-end validation:

- Usability testing (moderated panels of 6, analysis & reporting).
- A/B testing (technical implementation and quantitative analysis).
- Beta testing (planning, execution, and synthesis of findings).

Facilitated design sprints, both in-brand and within the broader DPG Media organization.

Managed and developed design interns, overseeing day-to-day responsibilities and mentoring growth.

Chaired the overarching organization's UX chapter, representing the design discipline in cross-brand discussions and acting as liaison to senior management.

UX designer @ Qelp, now Foundever

2017 - 2019 Amsterdam

Instituted a structured design process for customizing a white-label solution for technical support specialists. Established a robust, repeatable set of steps during the client design customizations projects.

Work experience (cont.)

Generalist @ Cupenya (Rockstart Web/Mobile Accelerator Startup)

2014 - 2017 Amsterdam

Joined as the first non-founding employee, contributing across design, marketing, and product in a fast-paced startup environment.

Technology & Science reporter @ capital.bg

2011 - 2012 Sofia, Bulgaria

Covered technology and science for Bulgaria's leading business newspaper and news site, building a strong foundation in software, business, and innovation trends.

Education

Design Thinking Certification

2023 Design Thinking Academy Amsterdam

User Experience Design & Research Certification

2018 - 2019 UX Academy, accredited by Caledonian University Glasgow

New Media & Digital Culture (Master's Degree)

2012 - 2014 University of Amsterdam

Journalism & Mass Communications (Bachelor's Degree)

2007 - 2011 American University in Bulgaria

Talks

A design system without a front-end framework?

A story of design systems, refactors, a designer writing code, darkmode and a few other spicy anecdotes.

2024 VGZ Headquarters, Arnhem

Strategic shift: Moving towards a vision-driven white label product

2018 Qelp, Amsterdam

Volunteering

Interactive Language Education for Children aged 3+

Developed an audio-visual experience as a web-application aimed at helping toddlers learn the letters of different alphabets and associate them with corresponding words. Built using Astro.js. Currently supporting Dutch, Lithuanian and Bulgarian.

2024 [Website](#)

Team Vrijwillig (Gemeente Alkmaar)

Helping on an ad-hoc basis with municipal activities and events.

2021 - Present