Angel Davchev

UI/UX Designer, that likes to code

Portfolio:
[Dribbble](#)
[Codepen](#)
[Website](#)
[Portfolio](#)

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WORK EXPERIENCE

CodeWell, Skopje, Macedonia — *Senior UI/UX designer*

MARCH 2014 - JUNE 2018

Award winning senior user interface and user experience designer with a knack for start-up and scale-up companies, with experience in the first [VC-backed](#) Macedonian startup. Proficient in both mobile and web platforms, I create digital experiences for mobile apps and websites alike. Daily duties involve collaboration with developers and stakeholders, designing sketches, wireframes and high fidelity designs based on user feedback, brainstorming sessions with clients to identify their needs. I also code web experiences using HTML, CSS and Javascript, creating deliverables for the engineering team, and communicating on a daily basis.

Work split between **consulting** with various companies from Macedonia and abroad, mentoring a junior designer and **bootstrapping products** with the company's founders.

PRODUCT EXPERIENCE

Laika, Skopje, Macedonia — *Product designer*

https://www.wearelaika.com/

JUNE 2018 - Present

Working on a platform called Laika that connects companies and tech talents in the Balkans. The goal of the app is to bring the companies a large pool of tech talents from which they can choose from. The sign up process is seamless and it enables the talents to register to the platform, as well as create a portfolio by choosing from 10 different industries. Each industry has its own expertise and technology stack that is broken down to languages and frameworks from which the talent can choose from. Furthermore, the talent can set specific salary, experience, a desired country to work in, a job plan and a job type. The company has similar experience when registering to the platform, which encourages it to easily create a job post that will match it with the right talent. The company can also set up a Company page, which enables it to promote the company culture. The initial idea was drafted by the product owners, after which they contacted me and hired me in order to work on it and bring the idea to life. In the company from its inception, I'm responsible for the whole user experience and interface of the product. Daily duties include brainstorming with the product owners about bringing new features, doing competitive research, sketching ideas on a whiteboard, validating them with the product owners, doing wireframes, producing high fidelity mockups, validating them with the product owners, colleagues and users, creating and maintaining a design system for the product of reusable components, coding the same components in React, coding the front-end (with exception of business logic), creating microinteractions, coordinating the front-end engineering team etc. I'm also communicating on a daily basis with the marketing and engineering team and act as a bridge between the two departments. My design tool of choice is Figma, because I can easily share ideas with the product owners, the PM and the engineering team.

So far Laika has over 7000 talents on the platform and over 80 companies registered. We were featured in [Forbes](#)

Letz — *Product designer*

OCTOBER 2016 - DECEMBER 2017

Designed an AI powered chat-bot mobile phone application that helps users with their tasks and to-do lists, using friendly conversation with a bot named Lucy.

The role included defining the user's needs based on research and feedback, iterating new designs that match the user's needs and improving the overall experience in the app.

Letz won Product Hunt's Golden Kitty award for [Bot of the Year](#) in 2016. The app was featured in [VentureBeat](#), [Huffington Post](#) and [Tech Crunch](#). Available on [Google Play](#) and [App Store](#).

Codewell.is — *UX designer*

https://codewell.is/

DECEMBER 2016 - MARCH 2018

In partnership with the junior designer, helped in the rebranding of the company's website. The goal was to establish the company as one of the leading IT companies in the region and abroad, and to attract new generation leads and potential customers. My role was to define and create seamless user experience throughout the whole website. I helped coding the website, defined and implemented animations and microinteractions in order to improve the general look and feel of the brand.

Estimo — *Product designer*

https://costforapp.com

MAY 2018

Designed the user interface and coded the front-end of a chat-bot app that estimates the cost to build an app through a friendly conversation with a chat-bot named Tim. My role included defining key parameters that can make the user feel like he/she is talking to a real person behind the scene. The app also sends a stylised and branded PDF document with the final estimation to the user's mail.

Laika — *Product designer*

https://costforapp.com

JUL 2018 - Present

Working as a Product designer for an app called Laika. A web application in development, my responsibilities are working closely with the product owners in planning, defining user flows, sketching ideas, discussing features for the product, designing wireframes and prototypes, and iterating. Other activities include logo design and implementing the design in reusable components in React backed by Styled components library. Laika is a platform for Balkan companies to hire the best professionals in the tech industry including fields like: Software engineering, design, marketing and communications, system administration, project management etc... The goal of the app is to allow the professionals find the job that mostly fits their needs. IT people from 4 Balkan countries set-up parameters such as salary, job type, industry, desired country etc. Companies can easily recruit from a large pool of talents.

Screenshots available in the portfolio link.

Heineken — *Mobile designer*

Designed a mobile app that helps Heineken's employees easily maintain the production machines.

Screens available on [Dribbble](#) and in the portfolio link.

AngelART — *Web designer*

[angelart.studio](#)

Designed and developed a studio website for my friend and ex colleague. She's an artist who paints on canvas, so the challenge was to design a website that complements her visual style.

Popphoto.mk— *Web designer*

[popphoto.mk](#)

Designed and developed a website for a well known car photographer in Skopje.

Kniga.mk (Book.mk) — *Mobile designer*

Designed a tablet and mobile app Kniga.mk (Book.mk) for "TRI", a Skopje-based book publishing company.

Screenshots available in the portfolio

Publisher.mk — *Web designer*

[publisher.mk](#)

Designed and implemented front-end code (html, css) for "TRI", a Skopje-based book publishing company.

PUBLICATIONS

Online class for UI/UX design on Skillshare — *Teacher*

NOVEMBER 2018

Planed, designed, and recorded an online class for the Skillshare platform, where I teach UI/UX design by creating a mobile app from scratch. The class includes designing the user flow, user persona as well as designing the app itself which is about online booking for tickets. [The class](#)

OTHER RELEVANT EXPERIENCE

Deutsche Bank "Future Banking" Competition — *Participant*

AUGUST 2014

Took part in Deutsche Bank's ["Future Banking" competition](#), reimagining the user experience on their mobile banking application. The design was featured on [Designboom](#). Screenshots available in the portfolio link.

Rockstart Accelerator, Amsterdam, The Netherlands — *Participant*

MARCH 2015 - JUNE 2015

Took part in [Rockstart](#), a four-month long acceleration program, with [MarkO](#) - CodeWell's smart errands manager application. Was coached by various mentors about how to improve the product and grow our user base. The app is [featured](#) on Rockstart's website.

Startup Weekend, Skopje, Macedonia — *Winner*

MAY 2015

Researched, designed, prototyped and made the pitch deck for a mobile app connecting nearby professionals over brunch. Featured link

Codefest Tech Festival, Ohrid, Macedonia — *Mentor*

APRIL 2017

Mentored and coached in a startup workshop that was part of the Codefest Tech Festival in Ohrid, Macedonia.

TOOLBOX

Figma, Adobe XD, Photoshop, Illustrator

HTML (Pug), CSS (Sass), Javascript (Babel, jQuery, junior level of React), GSAP TweenMax, Prepros.io (for compiling)

* Can easily adapt to other tools (Sketch, InVision Studio)