Illy Dimitrova | Product Designer

My mission is to design and build exceptional products for users and businesses. I've been working with SaaS companies since 2018. Along the way, I've designed for startups in B2B fintech, B2C foodtech, tourism, health, flower delivery subscriptions and more.

Co-Founder - SaleSim.ai

Mar 2024 - Present | London, UK

We're building an AI-powered sales conversation platform that helps sales reps practice and improve their skills with different buyer personas.

Digital Product Designer - Krokit

Mar 2023 - Mar 2024 | New York, US & Remote

🔗 https://www.krokit.com/

Designed and helped build Krokit - the financial data platform for franchise systems which grew to five-figure revenue in just two months after launch.

Digital Product Designer - Freelance

Jan 2022 - Present | London, UK & Remote

I specialise in UI and UX design for native mobile and web-based apps. Latest client:

Freddie's Flowers

🔗 https:/www.freddiesflowers.com/

Web Designer and Marketing Specialist - Freelance

May 2018 - Dec 2021 | London, UK & Remote

My freelance services included designing and building websites incl. e-commerce; branding; designing investor pitch decks and marketing materials; podcast and video production.

Cyclexperience

🔗 https://www.cyclex.co.uk/

Forward Food Tech

🔗 https://fft.webflow.io/

PERSONAL STRENGTHS

Communication
First principles thinking
Problem-solving
Fast-pace settings
Empathy
Collaboration

TECHNICAL SKILLS

User Interface Design
User Experience Design
User Research
Wireframing
Prototyping
Product Development
HTML & CSS
Javascript
Markdown

TOOLS

Figma
Sketch
No code (Bubble, Webflow)
VScode
Adobe Photoshop
Adobe Premiere Pro
Linear, Notion, Asana

CONTACT

hi@illydesign.xyz

illydesign.xyz

@illydimitrova

LinkedIn