







# IVA BELEVA

UX/UI Designer

Certified UX Designer with a strong background in conceptual and visual design. Experienced in creating custom user-centered design solutions that align business goals with user needs. With constant attention to detail creates simple and intuitive digital products.

## CONTACT

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## FOCUS

UX-Strategy & Conceptual Design  
User Flows  
Journey Mapping  
Scribbles & Wireframing  
Interactive High-fidelity Prototypes  
Interaction Design  
High-end Aesthetics  
Style Guide  
Design System  
Usability Tests  
Research  
User Interviews & Surveys  
Personas  
Information Architecture (IA)  
Agile & Scrum

## CERTIFICATES

2023 Design Systems  
Masterclass, Brad Frost  
  
2021 CareerFoundry  
UX Design Certification

## SCAN ME



## EXPERIENCE

### UX/UI Designer & Researcher, Freelance Customer: Virtual Identity AG

11.2022 – now

Working closely with the Product Owner, I was responsible for unifying the requirements of multiple clients into a white label SaaS product that allows advice seekers to connect with an counsellor.

- Interviewed clients to gather pain points and elaborate requirements
- Created user flows and design concepts
- Delivered wireframes and high-fidelity prototypes
- Handled well-structured specifications that acted as a bridge between the two international development teams, creating a common understanding
- Developed further the design system
- Conducted usability tests

### UX/UI Designer, Freelance Customer: Valtech Mobility, Munich

02.2022 – 10.2022

As a part of the multi-disciplinary tech team, I have delivered concepts and UI Designs for an end customer facing app for the automobile industry.

- Created information architecture, user flow diagrams, scribbles and wireframes with Sketch
- Planned and conducted a remote usability test to verify the app features
- Worked with the end client's design system to ensure consistent visual language. Enhanced the design system with new components to enable new interactions
- Created icons to create a more intuitive display for specific system messages
- Worked closely with the dev team to ensure well-prepared handoff of the designs, e.g. assets suitable for iOS and Android.

### UX/UI Designer, Freelance Customer: Seabeck Systems LLC

07.2021 – 02.2022

Designed intuitive products for Seabeck Systems clients that attracted new prospects and enhanced customer support.

- Analysed requirements with the clients resulting in clear project vision
- Designed simple and intuitive digital products by applying the design thinking methods to solve difficult design problems, including visualizing complex data in charts & graphs
- Created information architecture, wireframes, hi-fi prototypes & style guide
- Checked the technical feasibility of the designs with the development team and where required provided alternatives
- Verified the built user interface against the user needs and business goals

## LANGUAGES



ENGLISH



GERMAN



BULGARIAN

## EDUCATION

2009 – 2015

B.A. & M.A. Architecture  
UACEG University, Sofia Bulgaria

2004 – 2009

Gymnasium  
First English Language School  
Sofia, Bulgaria

## HOBBIES



HIKING



CYCLING



MUSIC



TRAVEL



SKIING



READING

## MORE EXPERIENCE

### UX/UI Designer, Researcher

07.2021 – 12.2021

#### UX certification course by CareerFoundry

Figma

Miro

Sketch

Usability Hub

Google Forms

UX Design of a case study for a finance app that helps users operate hassle-free with their money & bank accounts.

- Conducted competitive analysis, user interviews and surveyed 140 participants to gather valuable research data and develop evidence-based hypotheses, personas, user journeys, user flows and sitemap
- Designed interactive prototype and performed usability testing
- Established extensive Style Guide & Pattern Library for future development
- Built simple and flexible Atomic UI components in Figma

### UX/UI Designer, Freelance

06.2020 – 01.2021

#### Relaxify App for customer Actegro

Adobe XD

Miro

Photoshop

Design of a scientifically based app for mental fitness with statistics, exercises and surveys. MVP Release - 02.2021

- Facilitated a discovery workshop aiming to look at the product from different prospective and gather requirements
- Created information architecture, wireframes and high-fidelity prototypes with focus on simple and intuitive design

### UX/UI Designer, Freelance

04.2020 – 05.2020

#### Kellner App, Competition

Adobe XD

Photoshop

As part of a competition designed an app that helps people easily order and pay for their food in restaurants.

- Analyzed the existing user journey and user experience
- Designed new user flows, identified personas and touchpoints
- Created the screen designs and interactive prototypes using Adobe XD

### UX/UI Designer, Freelance

10.2019 – 03.2020

#### Responsive website for Azure Cloud Engineer

Adobe XD

Photoshop

Usability Hub

The task included the creation of mobile-first responsive design for the website of a freelance cloud engineer. Release 06.2020

- Analyzed competing websites to create a suitable and customer-focused information architecture
- Designed wireframes and interactive high-fidelity prototypes
- Executed usability tests and used the results to improve the emphasis on the most important information

## SKILLS

### Tools\*

Figma

Sketch

Adobe XD

Photoshop

Illustrator

Miro

Jira

Confluence

Zeplin

Abstract

After Effects

Usability Hub

### Soft skills

Creativity

Communication

Team work

Structure

Empathy

Solution orientation

Attention to detail

\* The list is not complete and includes only my favorite tools for each purpose. If you are using other tools, get in touch and we will discuss how I can best help you.