

## EXPERIENCE

**Emesa** since October 2012 Amsterdam, NL

### Manager Web Design

Managing team of designers with lots of hands on contribution.

Front end HTML/CSS, smarty templates, Git, Selligent, marketing campaigns, working with agile.... every single day is an adventure!

**Zodiak Active** 2012 Milan, Italy

### UX Designer

Crafting the User Experience on few internal tools, and variety of phone and tablet applications. Creating flows, wire-frames and HTML/CSS prototypes, to communicate with the client, project managers, copywriters, designers and developers.

**77agency** April 2007 - March 2012, Milan, Italy

New Media Consultancy Agency: Web sites, Mobile apps, Web solutions, Facebook apps, Marketing Strategy, Landing Page design and optimisation.

### Design Management and Leadership 2009 - 2012

leading the design team in the agency, overseeing people and providing task management, working closely with project managers, account managers and clients to define the product. Integrating UX into Agile Development process within the company. Hands on UX and Visual design for web, mobile and display/ kiosks.

### UX and Team leader 2007 - 2009

Defining funtional requirements, producing UX deliverables as flows, wireframes, design specs and requirements definition for mobile apps and sites. Prototyping UI with HTML/CSS or Flash. Leading a team of 4-5 designers. Visual and product design.

### Web Designer and Art Director 2007

Being the creative sparkle in the teams, I worked closely with the project managers and the clients to deliver succesful campaigns and projects to the

**Artes Group** July 2004 - December 2004, Milan, Italy

Tradeshows stand and furniture manufacturer

### Stand Designer / 3D modelling and rendering

- stands and interiors for fairs, exhibitions, fashion shows, and promotions; Concept - 3d renderings and video for the client and Autocad

**Urbanium DS** May 2000 - September 2003, Sofia, Bulgaria

Co-founder and CEO of web design studio based in Sofia, Bulgaria.

Early on I learned to wear many hats in the company: graphic and web designer / customer support and business development.

### Selected in SMAU 2004 annual exhibition

### DLP project for Microsoft SPOT - Milan, Italy

Research - Concept - Development of 3D model and user interface

## EDUCATION

### Politecnico di Milano - Milan, Italy

Master's Degree in Product Service System Design (2012)

### SPD - Scuola Politecnica di Design - Milan, Italy

Master's Degree in Industrial Design

### University of Forestry - Sofia, Bulgaria

MSc. Degree in Interior and Furniture Design

### Believes in

Simplicity  
Functionality  
Innovation  
Good Taste  
Hands On

### Expertise

Design Thinking  
UX Design  
Visual Design  
Agile development  
A/B testing  
UI Prototyping  
Data Visualisation  
Usability testing

### Speaks

English  
Italian  
Russian  
Bulgarian

### Aims

User Expereince Design  
Visual Design  
Product/System Design

### Primary Tools

Pen and Paper  
Photoshop  
HTML/CSS  
InDesign  
Axure  
Balsamiq  
Illustrator  
Flash  
CMS

### Secondary Tools

jQuery / JavaScript  
3D studio / Autocad  
Premiere / After Effects  
Audio Editing Software

### Clients

EA games  
Walt Disney  
Condé Nast  
Vodafone  
Sixty Group  
Viadeo