ILIYANA PIRINSKA

UX/UI Designer I Bridging the gap between user needs and products functionality

DETAILS

Address
Edinburgh, Scotland

Email
iliyana.pirinska@gmail.com

LINKS

LinkedIn

Behance

Portfolio

SOFT SKILLS

Empathy

Active Listening

Organisation

Problem-solving

Analytical Thinking

Creativity

Communication

TECHNICAL SKILLS

User Research

UI Design

Prototyping

Information Architecture

User Testing

Responsive web design

Front-end Programming

TOOLS

Figma   Adobe XD   Mixpanel

Adobe Illustrator   Maze   Jira

Adobe Photoshop   Confluence

PROFILE

UX/UI designer focused on creating clean and intuitive interfaces across all platforms and devices. My design philosophy is centred around empathy, usability, and accessibility. I am dedicated to create designs that are aesthetically pleasing, functional and make a positive impact in people's lives. Currently, I am interested in freelancing for challenging UX/UI projects with a human-centred mission.

WORK EXPERIENCE

Syrona Health (YC 22)
1 year 11 months

UX/UI Design Analyst   August 2022 - Present

- Developing the company's branding and visual identity - Mobile app, Website, Social Media, Print & Marketing materials
- Enhancing the usability, accessibility and UX of a m-Health app
- Increasing user engagement by redesigning m-Health app layout
- Optimising usability by Conducting user testing and analysing findings
- Practicing iterative design model to ensure UCD of the company products

UX/UI Design - Year Placement   August 2021 - August 2022

- Developing gamification concept & design for m-Health app
- Building the company's design system

UX/UI Design - Summer Internship   May 2021 - August 2022

- m-Health app onboarding - Research & Design
- Design for Social Media platforms

EDUCATION

Edinburgh Napier University (First Class Honours expected)
BSc Web Design & Development SW (Full-time), 2019-Present

Modules: Foundations of Software Design and Development, Introduction to Human-Computer Interaction, Marketing, Practical Interaction Design, Business Systems Analysis and Design, Mobile Applications Development, Advanced Web Technologies, Experiential Design, User-Centred Organisational Systems, Digital Business Environments

SoftUni Creative, Bulgaria
Design Fundamentals, 2020-2021

Certifications: UX Design, UI Design, Web Design, Graphic Design with Adobe Illustrator, Adobe Photoshop, After Effects, Premiere Pro

LANGUAGES

Bulgarian - Fluent, Native language
English - Full Professional Proficiency
French - Limited Proficiency

INTERESTS

Healthcare Design
Inclusive products & Innovation
Entrepreneurship
User Behaviour
Self-improvement

HOBBIES

Reading - Develops critical thinking and increases attention span

Volleyball - Enhances discipline, resilience and teamwork

Photography - Improves creativity and imagination

High School of Mathematics and Natural Sciences "Yane Sandanski", Bulgaria
Math & Physics, 2012-2019

HONORS & AWARDS

Softuni Fest - First Place
Issued by Software University (SoftUni) - June 2022

The award is given for Fintech branding in a National Design competition. The project was completed in collaboration with a design colleague and used by Finance Academy (sponsors of the event) for an annual FinTech conference with 500 attendees. Competition duration: 48 hours Deliverables: Branding & Visual Identity, conference presentation and a landing page.

CERTIFICATIONS

Get Your Product Used: Adoption and Appropriation
The Interaction Design Foundation - September 2022

Mobile User Experience (UX) Design
The Interaction Design Foundation - June 2022

Accessibility: How to Design for All
The Interaction Design Foundation - April 2022

Level 2: Innovation Catalyst
Scottish Institute for Enterprise - November 2020

Level 1: Future Thinker
Scottish Institute for Enterprise - June 2020