

Alexandra Radoulova MA

UX/UI Designer & Researcher

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Profile

A UX Designer with 5+ years in audience and user research and 2 years of hands-on UX experience. Skilled in research, ideation, concept development, and interactive prototyping, I excel at transforming insights into structured, engaging, and user-centered solutions.

Education

2022–2024 CareerFoundry UX/UI Design Certification | Front-End Development Specialist Certificate | Germany

2024 BYOL Course | Illustrator and Color Theory

2020–2022 Learning Psychology, Audience Development, User Behavior, Research methodologies, Concept Development | Coursework | KUG Graz, Austria

2014–2017 Master's in Performance Practice in Contemporary Art | KUG Graz, Austria. Researched and tested strategies to engage audiences, focusing on user-centered approaches and practical applications.

Professional experience

Aventu - Audiobook Startup | **Freelance User Researcher** | **2024**

- Conducted user interviews, usability testing, and A/B testing identifying pain points and refining features.
- Delivered actionable insights and clear documentation, leading to significant feature overhauls.
- Conducted content strategy research to align with the needs of target audiences: children aged 4–10 and their parents.

Top10 Berlin / Local Guide | **UX Designer (Contract)** | **2023-2024**

- Redesigned information architecture to support explorative search patterns, improving usability and discoverability.
- Enhanced a mobile-first interface optimized for 70% of mobile traffic.
- Conducted content audits and user research, aligning the redesign with business goals.
- Conceptualized a complex search system for flexible filtering of vast and diverse content.
- Prototyped and tested a location filter, balancing UX and SEO considerations for scalability.

SevenCircles | UX Designer & Content Management System Administrator | 2023

- Led the full-cycle development of the organization's web and online presence.
- Redesigned a content-heavy site (8,000+ items) with a dual-pane layout to improve navigation and accessibility.
- Developed content strategy and text guidelines informed by user research.
- Conducted surveys and interviews to rebuild the site's information architecture for better user engagement.

Interactive Concept Creator & Cultural Project Manager | 2018–Present

Worked for organizations like SevenCircles, Klangforum Wien, Hörsturm, Lucerne Academy, Kunstuni Graz, 180 Degrees, MTTW Wien, etc.

- Conducted audience research to deliver actionable insights, structuring experiences to align with stakeholder and user needs.
- Designed and implemented audience engagement strategies, tripling event reach in several initiatives.
- Conceptualized and developed over 20 cultural initiatives, interactive concepts, and contemporary art projects.
- Oversaw project execution, including ideation, research, budgeting, and rehearsal planning, ensuring timely delivery and high-quality outcomes.
- Developed onboarding strategies to ensure audience comfort in navigating unfamiliar environments in interactive settings.
- Managed 40+ performances featuring 30+ solo artists and ensembles, facilitating seamless execution.
- Led meetings with teams of 4 to 20 people, driving alignment and ensuring collaborative success.
- Specialized in writing application texts and grant proposals to secure project funding and support.
- Served as spokesperson, collaborating with artists, government officials, and event organizers to advocate for the arts.

Skills

UX Skills: Research /Testing/ Wireframing/ UI Design/ Interactive Prototyping/ Design Thinking/ User-Centered Design

Soft Skills: Time management/ Project management/ Communication/ Organisation/ Problem-Solving/ Detail Oriented/ Creative/ Fast Learning/ Autonomy / Team-Player

Software

Figma/ Adobe CC Suite/ HTML&CSS/
Githib/ Miro/ Google Suite

Languages

German (C1)
English (C1)
Bulgarian (Native)