Aleksandra Kabatliyska / UX Designer

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Sofia, Bulgaria

EDUCATION   02

September.2018-2020
Digital Arts (Master)
National Academy of Art, Sofia Bulgaria

August.2014-April.2015
Multimedia Design
KEA, Copenhagen Denmark

October.2008-June.2012
Public relations (Bachelor)
University ST. Kliment Ohridski, Sofia Bulgaria

SKILLS   03

Courses and trainings	User Experience Design, Soft Academy with Stefan Ivanov
Figma	Excellent
Photoshop	Excellent
Illustrator	Very good
HTML5/CSS	Excellent
Firebase	Very good
English lang	Very good

EXPERIENCE   04

01. September. 2025 - Present
UX/UI Designer
Ingenico
- Designing and implementing UI/UX improvements within the Web user platform for payment devices and services.
- Collaborating in a cross-functional design team to deliver UI/UX improvements for the product, enhancing usability and interface consistency.
- Ensured effective communication with all teams and stakeholders involved in product development.
- Use a structured design system to drive consistency, usability, and efficiency across products, ensuring alignment with standards and user expectations.
- Working on personas and user journeys according to the project.
- Creating wireframes, mockups and prototypes according to the stage of the project.

01. September. 2021 - 28. August. 2025
UX/UI Designer
Carista / Prizmos
- Working on web and app UX/UI projects, for example full re branding for both.
- Cross functional communication with all the teams involved in the product development.
- Preparing and maintaining a design system according to the standards for the medium and the user needs and best practices.
- Ensuring the design documentation for the dev teams is fully prepared.
- Ensuring that the design requirements are met during development.
- Working on personas and user journeys according to the project.
- Creating wireframes, mockups and prototypes according to the stage of the project.
- Conducting researches and/or user testing starting with gathering insides from the data or the stakeholders, preparing scenarios, selecting the right users, making the actual test with them, gathering the results and presenting the conclusions to the team.

12. Dec. 2016 - 30. Aug2021
Multimedia Designer
ActivTrades PLC
- Web design - framework; mockups design; prototyping, design of icons and graphic materials; images selection, etc. for the company webpage and webapplication.
- Managing closely with the UX team the redesign for several projects.
- PDF and broshures preparations (print and digital use).
- Print materials as newspaper ads, magazines ads, banners.
- Google web banners sets, Facebook, Twitter - clients and the company needs.
- Video editing for different kinds of videos.
- Successfully completed UX course - Soft Academy;
- Conducting researches and/or user testing starting with gathering insides from the data or the stakeholders, preparing scenarios, selecting the right users, making the actual test with them, gathering the results and presenting the conclusions to the team.

20. April. 2015 - 07. Nov 2016
Digital Designer
Moby2 ltd.
- Web design - framework; mockups design; prototyping, design of icons and graphic materials; images selection, etc. for several customers.
- Print banners for Moby2 events.
- Newsletters design.
- Design of PDF templates and e-tutorials based on Power Point, with iSpring and Camtasia.
- Video and audio editing for an e-tutorial trailer or video of speaking people.
- Video editing for different kinds of videos.

01. April. 2012 - 31. July. 2014
Junior PR assistant
Pr Play ltd. (Max Communications LTD before)
- Daily media monitoring regarding clients' interests.
- Preparing press releases, event programs and invitations.
- Communications with journalists and clients.
- Preparing offers and proposals for different PR campaigns and Facebook marketing projects.
- Coordination with institutions, clients and subcontractors.