

About me

Senior Product Designer with 10+ years designing digital products in fintech, payments, SaaS, and automotive - including a million-user mobile app and a global payments platform serving thousands of merchants. I work end-to-end: research, design systems, prototyping, and shipping with engineering. Strong on translating complex backend systems into clear, accessible interfaces, and on building the design processes that make cross-functional teams faster.

Skills

Product & UX

- UX/UI design
- Interaction design
- Design systems
- User research and testing
- Prototyping
- Personas and user journeys
- Information architecture
- Accessibility (WCAG)
- AI processes

Tools

- Figma (Expert)
- Illustrator
- Photoshop
- HTML/CSS
- Firebase
- AI platforms
- AI plugins

Methods & Languages

- Design thinking
- Agile collaboration
- Data-informed design
- Stakeholder management
- Mentoring and design leadership
- AI-assisted design workflows

Experience

Senior Product Designer - Ingenico

01. Sept. 2025 - present

Leading UX/UI on a global payments platform serving thousands of merchants worldwide, collaborating in a design org of 9 designers and 12 product managers.

- Sole designer on a new Developer Portal, defining the end-to-end experience for external developers integrating with Ingenico's payment services.
- Designing the Merchant Portal experience and a cross-platform E-signature service, working closely with PMs, engineering, and stakeholders to align on scalable patterns.
- Designed the new Reporting functionality - turning raw payment-terminal data into actionable insights for merchants, partners, and internal teams. Early feedback: easier sales demos to prospects and positive signals from current and target users; structured user interviews underway to validate hypotheses.
- Contributing to the structured design system to drive consistency across multiple products.
- Driving more open collaboration between design and engineering, and introducing post-launch design feedback loops on completed work.

Lead Product Designer - Carista/Prizmos

01. Sept. 2021 - 28. Aug. 2025

Led UX/UI for a mobile app with 1M+ active users that connects to OBD-II dongles (proprietary and third-party hardware) to diagnose, customize and maintain vehicles across major car brands.

- Built and scaled a design system of ~100 components, covering 100% of the mobile app and overseeing the parallel web component library delivered by an external agency. Later taking ownership of maintenance, evolution, and consistency across both surfaces.
- Led a complete visual rebrand across mobile app, web, and marketing - including brand book, guidelines, and overall style direction. User feedback after launch: clearer, easier to navigate and more recognizable across touchpoints.
- Planned and executed 6+ user research studies (~5 participants per interview round) and surveys with 100+ respondents, surfacing how different markets use and pay for the product - insights that directly shaped the product roadmap.
- Designed and shipped the SFD feature (Schutz der Fahrzeugdiagnose / Volkswagen Group security gateway), unlocking diagnostics on protected Volkswagen, Audi, Seat, and Škoda vehicles - a major capability expansion for the app's addressable market and more features like this one.
- Mentored a UX designer on the team - onboarding him to the app, leading design reviews and ensuring consistency between his website work and the mobile product.
- Introduced more open team processes: structured design-to-dev handoff documentation and a clearer intake process for product roadmap briefs.
- Led an accessibility audit of the app and embedded WCAG considerations into the design system.

Multimedia Designer (UX/UI focus) - Activtrades

12. Dec. 2016 - 30. Aug. 2021

Designed interfaces and digital assets for a global online trading platform serving both retail and professional traders worldwide.

- Designed web and trading-platform interfaces - wireframes, prototypes and final UI components - improving usability across the customer-facing experience.
- Partnered with the UX team on platform redesign initiatives, contributing to a more usable trading experience for retail and professional users.
- Created marketing and digital assets aligned with product and brand strategy.
- Built strong collaboration habits with engineering and learned to navigate large-scale, multi-stakeholder projects - a foundation for the lead/senior roles that followed.

Digital Designer - Moby2 Ltd.

20. Apr. 2015 - 07. Nov. 2016

Agency work designing websites and digital assets for a range of business clients.

- Designed websites, prototypes, and graphic assets across client projects (B2B, SMB).
- Produced newsletters, banners, PDF templates, and video/audio materials.

Education

Master's Degree - Digital Arts

2018 - 2020

National Academy of Art, Sofia

AP - Multimedia Design and Communication

2014 - 2015

KEA, Copenhagen

Bachelor's Degree - Communications and Public relations

2008 - 2014

University of St. Kliment Ohridski, Sofia (2008-2012).