

# Mihail Mihaylov

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## Professional Summary

UI/UX Designer with a strong foundation in user-centered design principles and hands-on experience building digital products. Transitioning from 4 years in sales and management, bringing proven skills in user research, empathy-driven problem-solving, and cross-functional collaboration. Skilled at translating customer pain points into actionable design solutions through wireframing, prototyping, and usability testing. Seeking to leverage a unique blend of business acumen and design thinking to create intuitive, user-focused experiences.

## Skills

UX Skills	UI Skills	Tools
User Research & Interviews	Visual Design	Figma
Persona Development	Design Systems	Adobe CC
User Journey Mapping	Responsive Design	HTML/CSS (Basic)
Usability Testing	Typography & Color Theory	Blender
Information Architecture	Accessibility (WCAG 2.1)	
Wireframing & Prototyping	Mobile-First Design	

## UI/UX Projects

<b>Pinkdolls Aesthetic — Website Redesign (Web)</b>	2025
<ul style="list-style-type: none"><li>Redesigned the website to improve clarity, usability, and visual consistency for an aesthetic services brand</li><li>Reorganized and improved the categorization of services, making it easier for users to understand and compare offerings</li><li>Identified friction points in the booking flow and redesigned the user journey to reduce steps and improve ease of scheduling</li><li>Created wireframes and high-fidelity UI designs in Figma, focusing on a clean, modern aesthetic aligned with the brand</li><li>Iterated on designs based on usability considerations and best practices</li></ul>	

<b>EFP — Engineered for Performance (Mobile App)</b>	2025
<ul style="list-style-type: none"><li>Designed a mobile e-commerce app for a gym clothing brand with a focus on performance-driven users</li><li>Created user flows for browsing products, viewing details, and completing purchases efficiently</li><li>Developed wireframes and high-fidelity UI designs in Figma, emphasizing clarity, consistency, and usability</li><li>Applied visual hierarchy, typography, and spacing to support a strong, athletic brand identity</li><li>Designed interactive prototypes to validate user flows and overall experience</li></ul>	

## Portfolio

View complete case studies and design process at: [mihailmihaylov.online](https://mihailmihaylov.online)

## Professional Experience

<b>Graphic Designer</b>	2025-Current
Cucurel Marketing LTD   Sofia,Bulgaria	
<ul style="list-style-type: none"><li>Created visual assets for digital marketing campaigns, including social media graphics, banners, and promotional materials</li><li>Developed design concepts aligned with client brand guidelines and marketing objectives</li><li>Worked on layouts, typography, and color systems to produce clear and visually consistent designs</li><li>Collaborated with marketing and content teams to support campaigns and client deliverables</li><li>Managed multiple design tasks simultaneously while meeting deadlines in a fast-paced agency environment</li></ul>	

<b>Club Manager</b>	2022-2025
Next Level Fitness Clubs   Sofia,Bulgaria	
<ul style="list-style-type: none"><li>Managed daily administrative and operational tasks, ensuring smooth day-to-day club operations</li><li>Monitored and analyzed key performance indicators (KPIs) such as membership engagement, retention, and usage trends</li><li>Gathered and interpreted member feedback to identify recurring pain points and areas for service improvement</li><li>Improved internal processes and customer-facing interactions to enhance overall member experience</li><li>Collaborated with staff and stakeholders to implement operational improvements and maintain service quality</li></ul>	

<b>Sales Associate</b>	2018-2019
Healthstore Bulgaria   Sofia,Bulgaria	
<ul style="list-style-type: none"><li>Engaged with customers daily to understand their fitness goals, preferences, and challenges, developing strong user empathy</li><li>Provided tailored product recommendations based on customer needs and feedback, improving overall satisfaction</li><li>Monitored sales trends and inventory data to identify popular products and optimize stock decisions</li><li>Assisted in streamlining in-store processes to improve customer experience and operational efficiency</li><li>Collaborated with team members to ensure a smooth, consistent shopping experience for all customers</li></ul>	

## Education & Certifications

### Education

- Computer Networks [SPGE John Atanasov] [2017]

### Certifications

- UX Design [SoftUni] [2025]
- UI Design [SoftUni] [2025]
- Graphic Design [NET IT] [2022]
- Oxford English Level Certificate [OIETC] [2020]