

# Mihail Mihaylov

• Sofia, Bulgaria • Contact@mihailmihaylov.online • +359885329635 • [Linkedin](#)

## 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

### Pinkdolls Aesthetic — Website Redesign (Web)

2025

- Redesigned the website to improve clarity, usability, and visual consistency for an aesthetic services brand
- Reorganized and improved the categorization of services, making it easier for users to understand and compare offerings
- Identified friction points in the booking flow and redesigned the user journey to reduce steps and improve ease of scheduling
- Created wireframes and high-fidelity UI designs in Figma, focusing on a clean, modern aesthetic aligned with the brand
- Iterated on designs based on usability considerations and best practices

### EFP — Engineered for Performance (Mobile App)

2025

- Designed a mobile e-commerce app for a gym clothing brand with a focus on performance-driven users
- Created user flows for browsing products, viewing details, and completing purchases efficiently
- Developed wireframes and high-fidelity UI designs in Figma, emphasizing clarity, consistency, and usability
- Applied visual hierarchy, typography, and spacing to support a strong, athletic brand identity
- Designed interactive prototypes to validate user flows and overall experience

## Portfolio

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

## Professional Experience

### Graphic Designer

2025-Current

Cucurel Marketing LTD Sofia, Bulgaria

- Created visual assets for digital marketing campaigns, including social media graphics, banners, and promotional materials
- Developed design concepts aligned with client brand guidelines and marketing objectives
- Worked on layouts, typography, and color systems to produce clear and visually consistent designs
- Collaborated with marketing and content teams to support campaigns and client deliverables
- Managed multiple design tasks simultaneously while meeting deadlines in a fast-paced agency environment

### Club Manager

2022-2025

Next Level Fitness Clubs Sofia, Bulgaria

- Managed daily administrative and operational tasks, ensuring smooth day-to-day club operations
- Monitored and analyzed key performance indicators (KPIs) such as membership engagement, retention, and usage trends
- Gathered and interpreted member feedback to identify recurring pain points and areas for service improvement
- Improved internal processes and customer-facing interactions to enhance overall member experience
- Collaborated with staff and stakeholders to implement operational improvements and maintain service quality

### Sales Associate

2018-2019

Healthstore Bulgaria Sofia, Bulgaria

- Engaged with customers daily to understand their fitness goals, preferences, and challenges, developing strong user empathy
- Provided tailored product recommendations based on customer needs and feedback, improving overall satisfaction
- Monitored sales trends and inventory data to identify popular products and optimize stock decisions
- Assisted in streamlining in-store processes to improve customer experience and operational efficiency
- Collaborated with team members to ensure a smooth, consistent shopping experience for all customers

## 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]