



Design Lead

UX & Product Strategy

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Executive Summary

Design leader with 13+ years shaping human-centered products for global brands including VMware and Coca-Cola. Expert in scaling design teams, establishing design systems, and aligning UX strategy with business outcomes. Experienced in AR/VR and conversational UX, bridging research and execution to deliver measurable impact.

Key Achievements

- UX Design Award Nomination (2017)
- 2x Led Design Org Teams
- 5K+ Students Mentored
- 10+ UX Conferences Workshops/lectures

Core Competencies

- Design Leadership
- Product Strategy
- UX Research
- UX Design
- Design Systems
- Accessibility
- DesignOps
- AR/VR/XR
- Conversational UX

Tools & Methods

- Figma
- Adobe Creative Suite
- Jira/Confluence
- Front-end frameworks
- Low/No-code tools
- AI-powered workflows
- Design Thinking
- Mentorship

Education/Certificates

- MA UX Design & Leadership - Barcelona Technology School (2023-2024)
- CSPO SCRUM Alliance
- BA in Animation - New Bulgarian University

Experience Summary

Toddlr • Founder & Head of Design • 2025 -

- Founded and led design for an EdTech startup
- Scaled to 8K+ MAU in 140+ countries with 10-min daily session
- Defined product vision, UX strategy, and design systems
- Established growth loops and subscription models

VMware / Broadcom • Staff Product Designer • 2022 - 2025

- Unified design systems across cloud-management products
- Drove governance standards improving design-to-dev efficiency 30%
- Advanced accessibility compliance and inclusive design practices
- Mentored regional designers and grew internal UX maturity
- Partnered with PM/Eng on KPI-driven UX improvements

Coca-Cola IT • Lead UX Architect • 2018 - 2022

- Defined UX vision for internal marketing platforms globally
- Led a team of 3 designers in a cross-functional environment
- Led AR/VR and chatbot initiatives boosting engagement 35%
- Ran cross-team design-thinking workshops for faster alignment
- Built research framework standardizing usability and journey maps

IGSoft / RedLark • UX Team Lead • 2017 - 2018

- Led a team of 5 designers delivering a unified product suite
- Defined end-to-end design strategy from concept to launch
- Established component libraries and scalable design guidelines
- Partnered with PM and engineering to align UX with business goals

OSI / Telerik / Progress • Senior UX Designer • 2015 - 2017

- Delivered research-driven product design for various industries
- Introduced card-sorting / tree-testing methods adopted org-wide
- Elevated design documentation and collaboration standards
- Earned **UX Design Award Nomination (2017)** for Proto App

WebFactory / Proznanie / Economedia • Designer • 2010 - 2015

- Designed UX E2E workflows for clients like Sony, Benevita, etc.
- Collaborated in agile teams delivering early ed-tech platforms
- Designed educational & media experiences for large audiences
- Created interactive data visualizations for Capital News