Veronika
Dzheneva

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Desired position: UX designer

Type of employment: full time

Website: https://vdzheneva.com

PROFILE

I have a T-shaped skill set specialized in user experience. I like solving UX design problems and simplifying user flows to make them more accessible and intuitive for the end-user. My goal is to create UCD (User-Centered Design) processes to make the product more attractive and intuitive, using an innovative approach to solve pressing problems and find new solutions. I often have to put myself in a user's shoes and my innate empathy helped me to tell simple user stories and illustrate solutions. I can create high-fidelity prototypes using Adobe Creative Suite, Sketch (libraries), and InVison, also I have front-end coding skills (HTML, CSS, and JavaScript (basic), useful for user testing and development. My analytical skills helped me to gather, organize and structure the content of the websites and mobile applications, and build information architecture (IA) that simplifies complicated processes. I'm used to collaborating with other designers, developers, business teams, and stakeholders to create products that satisfy all needed characteristics.

EXPERIENCE

XS SOFTWARE
(Game Development)

UX / UI DESIGNER
03/2022 - Present
(1 year)

HIGHLIGHTS:

Working on an Agile project with weekly sprints and frequent iterations.

User Centric Design (UCD) is part of the player-centric approach essential for delivering fun and intuitive gaming experiences.

Analyzing qualitative and quantitative data to create a comprehensive understanding of the user.

Creating assumed personas to determine customer needs through chat rooms and community conversations.

Defining the game's user flow and navigation.

Developing user personas to guide design decisions.

Information architecture provides a pleasant user experience by structuring and describing the hierarchy, navigation, features, and interactions of a website.

Collaborating with cross-functional teams designers, developers, QA testers, community management, and 2D artists by listening to their feedback to define product expectations and increase new player and gaming community satisfaction.

Low-fidelity prototyping of new game features using information gathered during design sprints.

Creating high-fidelity prototypes with Adobe XD to test and iterate on design concepts.

Building charming micro-interactions and all the clues and hints that can be offered in the general gameplay.

Making adjustments to existing prototypes after testing to make sure all corner cases are included.

Supporting other teams by answering questions and exporting assets for Unity game engine and web, offering detailed documentation about implementation and user flows of new features.

Frontend development HTML, CSS, and JavaScript (basic).

Implementing website modernization and refactoring to create a better overall UX experience and include optimization and usability.

2D illustration design using company standards to create characters, backgrounds, and small collectibles for the game and print.

PROJECTS:

Lady Popular browser-based game

Lady Popular mobile application

Printing and advertising materials

Illustrations and icons

USED TECHNOLOGY:

Adobe Creative Suite: XD, Illustrator, Photoshop, HTML in PHP, CSS & JavaScript (basic), GIT, GitLab, Jira, VS Code, Figma, Keynote

GENERALI BULGARIA
(Insurance Industry)

UX DESIGNER (CONTRACT)
10/2019 - 04/2020
(7 months)

HIGHLIGHTS:

Created personas to define customer needs via user interviews

Collaborated with other designers, developers, business teams, and stakeholders to pinpoint product expectations and increase overall sellings via mobile app

Wireframing and prototyping using gathered information during design sprints

Assembled user flows maps for complicated processes with fallback

Information architecture that ensures a pleasant user experience

Created high-fidelity prototypes with Sketch via Craft, and InVision

User testing and gathering information about problems that users encounter during tasks that we gave them

Summarized results and clarified the necessary changes

Made adjustments to existing prototypes

Supported the developers by answering questions and produced detailed documentation about how interactions and systems should work.

PROJECTS:

Generali Mobile App Design

New elements for the company's website

Printables advertising materials

Presentations

Illustrations

USED TECHNOLOGY:

Sketch, Craft, InVision, Adobe Creative Suite: Illustrator, Photoshop, PowerPoint, Trello, HTML & CSS

DAILY NEWSPAPER "24 ЧАСА"
(Media)

LAYOUT DESIGNER
10/2017 - 05/2019
(1 year 8 months)

HIGHLIGHTS:

Designed the layout of pages for the daily newspaper "24 Часа"

Participated in the creation process of an entirely new graphic concept of newspaper

PROJECTS:

Layout design of the pages of the newspaper "24 Часа"

Image manipulation and retouch

Created collages and advertisements

Worked with tight deadlines ensuring that accuracy and output remain of the highest quality

USED TECHNOLOGY:

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Multikom, Page Maker

IT JOBS   **USER INTERFACE DESIGNER**
(Job portal start-up)   **03/2013 - 12/2015**
                                    (2 years 6 months)

HIGHLIGHTS:

Redesigned the ITJobs.bg website

Created mock-ups of every interface and application which is included

Cut designs into HTML and CSS and implement them in an already existing WordPress website via child theme.

Made an interface of specific applications for a company's needs.

Modernized and re-established other websites property of the company

Created various printable as well as web-based surveys for the customer needs

Designed advertising banners and company logos

PROJECTS:

Design of IT JOBS.bg

Rebranding subsidiary companies

The interface design of new applications

Designed new on-brand visual elements focusing on messaging and brand http://itjobs.bg/

USED TECHNOLOGY:

Adobe Creative Suite (Photoshop, Illustrator, Flash, Dreamweaver, etc.), HTML, CSS, WordPress, JavaScript (basic skills), GitHub.

SPORTAL.BG   **DIGITAL DESIGNER**
(Digital media)   **10/2012 - 12/2012**
                                    (3 months)

HIGHLIGHTS:

The interface design of the new company website

Developed and designed products for Sportal.bg advertisers

Designed and updated the company's websites using Photoshop, HTML, and CSS

Analyzed customer requirements and created graphics, multimedia, and design templates for websites

Testing new technologies for inclusion in website design

Created icons, logos, advertising, and multimedia in line with brand guidelines

PROJECTS:

Prototypes for a new website

Created designs for banners, wallpapers, icons, and other digital and print pieces

Social media campaign designs

USED TECHNOLOGY:

Adobe Creative Suite: Photoshop, Illustrator, Dreamweaver, Flash, CSS, HTML, ActionScript

DAILY NEWSPAPER "ТРУД"   **LAYOUT DESIGNER**
(Media)   **03/2011 - 06/2011**
                                                                    (3 months)

HIGHLIGHTS:

Created high-quality work in a fast-paced environment

Met deadlines and client expectations for creativity and accuracy

Followed schedule set for production and placement of ads

Communicated with reporters, market editors, account executives, creative directors, and general managers to ensure the highest quality designs

Wrote gaming articles for the Saturday issue of the newspaper "Труд"

PROJECTS:

Layout design of newspaper "Труд"

Image manipulation and retouch

Created collages and advertising

Wrote gaming articles for the Saturday issue of the newspaper "Труд"

USED TECHNOLOGY:

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Multikom, Page Maker

EDUCATION

THE UNIVERSITY OF   **MARKETING**
NATIONAL AND WORLD   **2001 - 2007**
ECONOMY   (3 years)
Bachelor's degree

SUBJECTS STUDIED:

These are the specialized courses that I took during the final semesters: Marketing Planning, Stock Policy, Public Relations, Pricing Policy, Communication Policy, Distribution Policy, Accounting.

SOFIA MATHS SCHOOL (SMG)   **1997 - 2001**
High School   (7 years)

SUBJECTS STUDIED:

Physics, Mathematics, and English

LANGUAGES

BULGARIAN: Maternal language   **ENGLISH:** Expert

TECHNICAL SKILLS

Adobe XD	GIT
Figma	Jira
Sketch	HTML & CSS
InVision	JavaScript
Craft	WordPress
Adobe Creative Suite	