# Nadezhda Boyanova

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## EXPERIENCE

### **Figura Digital -** Product Designer

Sofia, Bulgaria / Aug 2025 - Present

Worked across health, wellness, and real estate industries. Designed user-centred interfaces from research and testing, collaborated cross-functionally to align design with business goals, and built high-fidelity prototypes (recently using AI tools like Cursor or Vercel) to communicate design concepts effectively. Implemented a design system for Cadastral (WCAG accessibility) that shortened the feature deployment window by 50%
Two products were acquired for a combined undisclosed value of ~$35M.

### **BizDriver.ai -** Product Designer

Sofia, Bulgaria / 1 yr 2 mos

Focused on the redesign of an AI chatbot product. Led end-to-end UX for conversational flows, balancing usability with the constraints of AI-generated responses. Translated ambiguous AI outputs into clear, structured UI patterns for the web platform too, where businesses managed the chatbot itself. Worked closely with engineers to ensure design feasibility within technical constraints.

### **Edenred -** Graphic Designer

Plovdiv, Bulgaria / 2 yrs 10 mos

Collaborated with account managers to understand client objectives and project requirements, translating business needs into web and print designs guided by briefs and brand guidelines. Specialized in producing high-end visuals for both print and web media, including internal client web portals.

### **StraySheep -** Design Lead

Plovdiv, Bulgaria / 1 yr 4 mos

Created a brand that resonates with the deaf community in Bulgaria and people learning sign language, and contributed ongoing input to inclusive content strategies alongside the visual design work.

### **Self-Employed -** Designer

Plovdiv, Bulgaria / 3 yrs

Early-career contractor work centred on learning and building the foundations for a designer, equipping myself with the skills to help small businesses and startups solve their challenges with ease. Covered web and mobile design, brand identity, print materials, packaging, and social media content - with a strong grounding in typography, color theory, and project management.

## EDUCATION

**Business Management & Entrepreneurship**
New Bulgarian University (2022 - 2026)

**Poster Design**
National Academy of Arts (2021 - 2022)

**Poster & Graphic Design**
National High School of Arts, Plovdiv (2017 - 2021)

## SKILLS

**Design**
Design Systems & Component Libraries
UX Research (PostHog)
Accessibility / WCAG Compliance
High-Fidelity Prototyping (Jitter)
Brand Identity & Visual Design
Web & Mobile Design
Typography & Color Theory
Design Tools (Figma)
AI Tools (Claude, Claude Code, Cursor, Vercel, Conductor, Nano Banano - open to learn more)

**Leadership & Strategy**
Design Leadership / Team Management
Product Management
Roadmap Planning
Design Ops / Process Improvement

**Core**
Cross-functional Collaboration
Stakeholder Management
Communication & Presentation
Project Management
Mentorship