



Dr. Bozhana Ivanova

I create products that provide delightful experience, assisting people to live in a more mindful way

Resume

Constant learning and exploring helped me build a strong understanding of human nature and behaviour. Interested in business strategy and development, the latest UX technologies and good practices, I create intuitive user-centred designs.

Communication, team and leadership skills

From my colleagues I've received the feedback that I am a resourceful open-minded team player, who is responsible and able to participate actively in the decision making process.

I've built my lateral leading skills being a team lead in multiple projects and working groups. Moreover, I work in an organised structured way and I have many years of experience as a mentor.

Languages

Bulgarian - Native

English - C1

Russian - B2

German - B1

Spanish - WIP

Awards and Achievements

- 1st place of Startup Weekend Varna with a project focused on education, gamification and VR
- Author of "Tao of Your Game"
- Doctor in Informatics
- Certified in UX design by IxDF
- Certified for teaching in higher education
- Public speaker at conferences, mentor and jury at IT competitions
- Leading UX design courses I've created myself
- Children's trainer in martial arts

Interests

- Martial Arts • Beach Volleyball
- Entrepreneurship and Leadership
- Experience Design and Strateizing
- Personal Development

Contacts

bozhanaux@gmail.com, likeabo.com

Experience

Sono Motors, Munich, Germany

2020 - 2022 (2 years, 3 months) | Senior UX Designer
Role: UX Lead for 8 months, then I started my own UX agency and continued consulting Sono as an external UX designer.

Main responsibility: The UX design of the Sono App.

BlueID, Munich, Germany

2018 - 2020 (2 years, 3 months) | UX Designer

Main responsibility: 4 mobile applications focused on granting physical access to various facilities and vehicles, IoT platform (SaaS) for tenant management and a corporate website.

IBM, Varna, Bulgaria

2016 - 2018 (1 years, 9 months) | UX Designer

Role: team lead of a small agile team for a year and a half.

Main responsibility: UX design of dashboards and microsites containing interactive data visualisations with D3 and C3.js

UX deliverables in my work

- Low- and high-fi wireframes, interactive and paper prototypes, usability testing scripts and reports
- Information architectures, MVP definition, benchmarking analysis
- Personas, proto-personas, questionnaires, surveys, stakeholder maps, empathy maps
- Product discovery workshops
- User journey maps, UI flows, moodboards
- UX strategy, UX OKRs, UX roadmap, estimation of the UX maturity of the organisation and more...

Tools, tech stack and methodologies

Figma XD Photoshop Illustrator Balsamiq

Jira Confluence Miro SendGrid Tableau

Scrum Kanban Design Thinking Workshops

Design Sprint Running controlled experiments