



MARIA KOLEVA

curriculum vitae

CONTACTS

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mokaroka.com

SKILLS

User Interface
User Experience
Wireframes
Prototyping
CSS/HTML
Design systems
Site Maps

SOFTWARE

Sketch App
InVision
Adobe Photoshop
Adobe Illustrator
Zeplin app
Principle 2 app
Premiere Pro
PowerPoint
Wireframe.cc
Wordpress

LANGUAGES

English
Full professional proficiency
Italian
Professional working proficiency
Bulgarian
Native or bilingual proficiency
French
Elementary proficiency

I'm an accomplished UI/UX Designer with 6+ years of experience eager to make a positive impact. I'm best at implementing clients' branding into sleek, clean and smooth UI. I love adding personality to the product to create something enjoyable and unique. I'm always thinking about the usability and the execution of the projects I work on and I'm good at explaining concepts and ideas through presentations.

In my career, I've been part of multiple teams and had the pleasure to manage some of them. I believe that teamwork delivers better results and gives you the chance to always learn new things.

WORK EXPERIENCE

Digital Creative Director

Aug 2018 – Dec 2019

- Leading a team of web designers and developers
- Creating and implementing design systems
- A/B testing designs
- Communication with clients
- Organising internal training sessions with the team
- Process automation
- Preparing reports
- Collaborated effectively with the marketing and dev teams to achieve quarterly KPIs
- Creating various marketing campaigns and help to execute them

TheBrains LTD
thebrainsmarketing.co.uk

Senior UI/UX Designer

Jan 2017 – Aug 2018

- Creating responsive website wireframes
- Creating UI animations and mockups
- Analyzing user behaviour through data
- Refining and documenting specs
- Organising web department's internal processes
- Searching for and implementing best market practices
- Leading a team of graphic designers, web designers and developers

TheBrains LTD
thebrainsmarketing.co.uk

UI/UX Designer - Consultant

Jul 2016 – Jan 2017

- Creating prototypes and concept designs using tools like Sketch, InVision & Photoshop
- Applying best UX practices related to mobile and web applications
- Writing code with HTML and CSS
- Designing marketing materials and PowerPoint presentations
- Direct communication with clients

TheBrains LTD
thebrainsmarketing.co.uk

ACADEMIC BACKGROUND

• 2004 - 2008:

Bachelor - Visual arts - Graphic Design

New Bulgarian University

• 2000 - 2004:

Informatics and math

- High School Certificate of
Competence Program

UI/UX Designer - Consultant

Apr 2014 – Oct 2017

- Designing the user interface of the company's main product app
- Participating in creating the app user journey
- Working closely with the development team
- Applying the relevant industry UX practices
- Creating infographics and illustrations
- Creating and pre-press designing marketing materials and presentations

Lexicum
lexicum.net

UI/UX Designer - Consultant

November 2014 - March 2015

- Working on the company's website redesign
- Creating and applying a design system based on the company brand guidelines
- Refining and documenting specs
- Participated in the company rebranding
- Designing marketing materials and PowerPoint presentations

Qubit London
qubit.com

Digital Art Director

Dec 2012 – Oct 2014

- Leading a team of graphic designers
- Creating responsive website wireframes
- Designing websites
- Researching and implementing new software and technology tools
- Creating various creative advertising campaigns and help to execute them

The Smarts
thesmarts.eu

Freelance Web Designer

Jan 2012 – Dec 2012

- Working over various freelance projects which include:
 - Working on web design projects
 - Designing the monthly marketing campaigns for a national retail store
 - Being the lead designer in a big national travel print magazine

Freelance Web Designer
mocaroka.com