



Hi!  I create digital experiences through UX and UI design.

## NAME

Plamen Petkov

## OCCUPATION

Senior Product Designer

## SKILLS

Visual Design

UX / UI

Web and Product Design

## SOFTWARE

- Adobe Creative Suite
- Figma
- Webflow
- HTML5 & CSS3
- AI-BASED TOOLS:
  - ChatGPT & Gemini for content creation;
  - Nano Banana & Midjourney for visual ideation.

## HOBBIES

- Watching Sports
- Reading Medium
- Curious Tinkering
- Cooking
- Music & Movies

## EXPLORE MY WORK

<https://www.plamendesign.com>

## REACH ME ANYTIME

+359 894 438 513

## LET'S TALK IDEAS

playmenpetkov@gmail.com

W

Web, UI/UX, and Product Designer with 10+ years of experience, bridging design and front-end development. Passionate about crafting user-friendly interfaces and solving complex business challenges through design. Skilled in UX strategy, UI design, and coding, with proven ability to deliver impactful digital products.

## WRK.

APRIL 2023

### NEXT BASKET

#### Lead Product Designer

- **The Core System:** Led the end-to-end UX/UI design for the Next Basket cPanel - a complex e-commerce administrative ecosystem for thousands of merchants.
- **Design System:** Built and maintained a scalable Design System, ensuring consistency across hundreds of platform modules.
- **Strategic Alignment:** Partnered with PMs and engineers to translate business requirements into scalable design solutions, ensuring a seamless development handoff.

OCTOBER 2020

### PRODESIGN BULGARIA

#### Graphic designer

- Designed UX/UI solutions for digital products tailored to client goals.
- Created advertising concepts and visuals for campaigns across digital and print media.
- Delivered presentations and design proposals, securing client approvals and new contracts.

OCTOBER 2017

### ONLINE ADVERTISING

#### UX / UI designer & Web developer

- Designed and developed online casino platforms, balancing engaging visuals with user-centered flows.
- Built and maintained websites, landing pages, and animations, ensuring responsive layouts and cross-browser compatibility.
- Debugged and optimized code for better performance and reliability.



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JULY 2016

## FREELANCE PROJECTS

### UX / UI designer & Web developer

- Delivered web and graphic design solutions for local clients, including logos, branding, and websites.
- Worked independently with stakeholders, managing full design cycles from concept to launch.

SEPTEMBER 2012

## TAXBACK VARNA

### Web designer

- Developed responsive websites and landing pages with optimized UX and modern UI.
- Designed concepts aligned with client goals, enhancing product/service presentation.
- Implemented, tested, and maintained front-end code, ensuring accessibility and mobile readiness.
- Stayed up to date with design trends and applied them to improve project quality.

## EDU.

### BOOK PUBLISHING

Bachelor's degree

St. Cyril and St. Methodius  
University, VELIKO TARNOVO

### MEDIA AND ADVERTISING

Master's degree

St. Cyril and St. Methodius  
University, VELIKO TARNOVO

### UX & WEB DESIGN ADVANCED

SoftUni Creative, SOFIA

### UI & WEB DESIGN ADVANCED

SoftUni Creative, SOFIA

## SKILLS

### CORE SKILLS

- UX Research
- Wireframing
- UI Design
- Interaction Design

### TECH STACK

- HTML5
- CSS3
- Webflow

### TOOLS

- Adobe Creative Suite
- Figma
- AI tools