



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

plamenpetkov@gmail.com

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

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

UX & WEB DESIGN ADVANCED

SoftUni Creative, SOFIA

MEDIA AND ADVERTISING

Master's degree

St. Cyril and St. Methodius
University, VELIKO TARNOVO

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