

George Petrov

Brand & Product Designer

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EXPERIENCE

Lead Graphic Designer Atlantic Club of Bulgaria	Jan 2025 - Present Revamping the Atlantic Club's brand by designing a new website and updating their marketing collateral.	Remote
Senior UX/UI Designer World Bank Group	Sep 2023 - Dec 2024 Researched World Bank staff workflows, identified pain points, and collaborated with business analysts and developers to build a platform that improves productivity. Created design systems and component libraries to use across multiple projects.	Washington, D.C.
Brand & UX/UI Designer Creative-CTRL	Nov 2021 - Jun 2023 Created brand identities, design systems, user experiences and interfaces, and marketing collateral for startup clients. Developed websites and automated e-commerce subscription services as well as CRM and marketing campaigns.	Remote
UX Consultant Sentien Robotics	Dec 2020 - Oct 2021 Prototyped a UX framework for a DARPA-funded aerial platform to operate 40 drones simultaneously.	Arlington, VA
Multimedia Designer Dupont Studios	May 2018 - Nov 2020 Created engaging and impactful UX/UI design solutions that successfully articulated clients' vision and strategic goals. Directed multimedia content production to meet tight deadlines.	Washington, D.C.
Graphic Designer SoCourt	Jun 2015 - Apr 2018 Designed SoCourt's identity, established brand guidelines, and created pitches to win funding from Adidas.	Remote

EDUCATION

B.S.B.A. - Jul 2012
American University
Dean's Scholarship

EXPERTISE

Strategic Design Thinking
User and Market Research
Brand & UX/UI Design
Multimedia Production

TOOLS

Figma & AI Apps
Adobe Creative Suite
HTML, CSS, Javascript
A/V Equipment