

# George Petrov

Brand & Product Designer

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## EXPERIENCE

Lead Graphic Designer	Jan 2025 - Present	Remote
Atlantic Club of Bulgaria	Revamping the Atlantic Club's brand by designing a new website and updating their marketing collateral.	
Senior UX/UI Designer	Sep 2023 - Dec 2024	Washington, D.C.
World Bank Group	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.	
Brand & UX/UI Designer	Nov 2021 - Jun 2023	Remote
Creative-CTRL	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.	
UX Consultant	Dec 2020 - Oct 2021	Arlington, VA
Sentien Robotics	Prototyped a UX framework for a DARPA-funded aerial platform to operate 40 drones simultaneously.	
Multimedia Designer	May 2018 - Nov 2020	Washington, D.C.
Dupont Studios	Created engaging and impactful UX/UI design solutions that successfully articulated clients' vision and strategic goals. Directed multimedia content production to meet tight deadlines.	
Graphic Designer	Jun 2015 - Apr 2018	Remote
SoCourt	Designed SoCourt's identity, established brand guidelines, and created pitches to win funding from Adidas.	

## 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