

George Petrov

Brand & Product Designer

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Strategic designer and multimedia producer with 9+ years of experience using service design and storytelling to solve complex policy, communication, and product challenges. Experienced working with international institutions such as the World Bank to build insight-driven platforms that support public and private sector decision-making.

SKILLS

- Brand Identity
- Product Design
- Project Management
- UX/UI Strategy
- Design Systems
- Behavioral Research
- Figma
- Adobe Creative Suite
- Generative AI
- Multimedia Production
- Webflow Development
- HTML/CSS/JavaScript

EXPERIENCE

- Lead Brand Designer** Jan 2025 - Present Remote
Atlantic Club of Bulgaria
- Leading the redesign of the organization's digital platforms and communication channels to improve clarity and engagement across international audiences
- Senior UX/UI Designer** Sep 2023 - Dec 2024 Washington, D.C.
World Bank Group
- Led the end-to-end design of a digitized quarterly loan valuation platform used by IFC executive staff to support financial decision-making
 - Reduced manual processing steps by 80% and report generation time by 35% through streamlined workflows and interactive dashboards
 - Designed and maintained a Figma-based design system and component library
- Brand & UX/UI Designer** Nov 2021 - Jun 2023 Washington, D.C.
Creative-CTRL
- Created brands and products that improved lead quality and client acquisition
 - Designed and launched a fully automated subscription-box ecommerce site using Webflow, integrating Stripe to process recurring payments
- UX Consultant** Dec 2020 - Oct 2021 Arlington, VA
Sentien Robotics
- Prototyped a UX framework for a DARPA-funded aerial platform
- UX/UI Designer** May 2018 - Nov 2020 Washington, D.C.
Dupont Studios
- Created UX/UI and multimedia design solutions and led development and content production sprints for commercial real estate and ecommerce clients
 - Produced full UX artifacts including service blueprints, journeys, wireframes, prototypes, design systems, and development roadmaps
 - Designed bid materials for a construction industry client that increased their proposal success rate by 25%
- Graphic Designer** Jun 2015 - Apr 2018 Washington, D.C.
SoCourt
- Built a cohesive visual identity and pitch materials that supported winning Adidas sponsorship and a \$500k angel investment

EDUCATION

- B.S.B.A.** Aug 2008 - Jun 2012 Washington, D.C.
American University
- Dean's Scholarship. Won capstone class competition for best ad campaign.