

# George Petrov

Design Lead | Brand, Product & Digital Systems

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Design leader with 10 years of experience shaping brand, product, and digital experiences for global institutions and professional services environments, including the World Bank Group. Proven track record translating complex data, financial systems, and strategic initiatives into scalable digital platforms, design systems, and high-impact visual narratives. Experienced leading cross-functional collaboration across design, product, engineering, and stakeholders to deliver cohesive, user-centered experiences across web, platforms, and communications.

## SKILLS

- Design Leadership
- Digital Experience Design
- Brand Systems & Governance
- UI/UX & Design Systems (Figma)
- Interactive Data Visualization
- Web & CMS (Webflow, WordPress)
- Multimedia Content Creation (Premiere, After Effects)
- Front-End (HTML/CSS/JS)

## EXPERIENCE

**Lead Brand Designer** | Atlantic Club of Bulgaria | Remote Jan 2025 - Present

- Leading the redesign of digital platforms and communications systems for an international policy organization
- Establishing a cohesive visual and UX direction across web, content, and stakeholder-facing materials
- Collaborating with leadership to align digital experience with strategic communication goals

**Lead UX/UI Designer** | World Bank Group | Washington, D.C. Sep 2023 - Dec 2024

- Led end-to-end design of a digital platform used by IFC executives to analyze loan valuation data
- Reduced manual processing by 80% and reporting time by 35% through dashboard and workflow redesign
- Developed and scaled a Figma design system and component library across multiple concurrent products
- Partnered with developers and analysts to translate complex financial systems into intuitive user experiences
- Delivered high-fidelity prototypes, UI specifications, and front-end-aligned designs for implementation

**Product & Brand Systems Designer** | Creative-CTRL | Washington, D.C. Nov 2021 - Jun 2023

- Designed brand identities and digital platforms for startups and B2B clients
- Built a fully automated subscription platform integrating payments, CRM, and fulfillment workflows
- Developed scalable visual systems and digital experiences across web and product touchpoints

**UX Consultant** | Sentien Robotics | Alexandria, VA. Dec 2020 - Oct 2021

- Designed UX framework for a DARPA-funded platform managing 40+ simultaneous drone operations
- Defined interaction models and system architecture for complex real-time environments

**UX/UI Designer** | Dupont Studios | Washington, D.C. May 2018 - Nov 2020

- Led UX/UI design for enterprise platforms in real estate and logistics sectors
- Produced full product design deliverables: user flows, IA, wireframes, prototypes, and UI systems
- Worked in agile sprints with developers and stakeholders to deliver scalable solutions
- Designed high-impact visual communications, presentations, and digital content for commercial clients
- Directed video production and managed creative workflows across projects

**UX Consultant** | Sentien Robotics | Alexandria, VA. Jun 2015 - Apr 2018

- Built a cohesive visual identity and pitch materials that supported winning Adidas angel investment in the startup

## EDUCATION

**B.S. Business Administration** | American University | Washington, D.C. Aug 2008 - Jun 2012

- Dean's Scholarship • Won capstone class competition for best ad campaign