

Debora Davidova

Leamington Spa, UK

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UX/UI Designer

Figma/UX Research

Human Centred Design

UX/UI Designer with a BSc in Computer Science, passionate about design and creating intuitive, user-centred digital experiences. Experienced across the end-to-end design process using **Figma**, from planning and research to high-fidelity design. With a keen eye for detail, a creative and curious mindset, and a practical approach to problem solving, I enjoy collaborating with cross-functional teams while also working independently to deliver effective, scalable design solutions.

UX/UI Design - Website Project

[Debora Davidova – Portfolio Website](#)

08/2025 – 09/2025

Designed and developed a responsive UX portfolio website to communicate my design process, showcase case studies and help recruiters quickly understand my skills, approach and experience.

- Designed the portfolio to answer the key questions recruiters ask when reviewing candidates, including who I am, how I approach UX problems, examples of my work and the value I can bring to a team.
- Structured the website using Jesse James Garrett's UX framework, organising content around a clear information hierarchy to make case studies easy to navigate and understand.
- Planned user journeys and interactive Figma prototypes before development, ensuring a consistent experience across desktop and mobile devices.
- Created a cohesive visual identity, including logo, typography and imagery, to strengthen personal branding and create a memorable first impression.
- Applied accessibility best practices and validated performance using Lighthouse, achieving scores of **92 Accessibility**, **96 Best Practices** and **92 SEO**.

Portfolio Projects

[Compact Calm – Business Website](#)

04/2025 – 06/2026

Designed a responsive website concept for an interior designer specialising in studio flats, helping potential clients understand the services, explore previous projects and confidently book a design consultation.

- Designed the website to answer the key questions potential clients have before booking an interior designer, including who the designer is, the services offered, previous projects, the design process and how to get started.
- Structured the website around users' information needs and decision-making journey, presenting services and the value proposition first before introducing the portfolio, design process and consultation booking.
- Created responsive wireframes, high-fidelity Figma designs and interactive prototypes, translating the project brief into a clear and intuitive user experience.
- Applied visual hierarchy, typography and imagery to showcase the designer's work, improve content readability and reinforce a premium brand identity across desktop and mobile.

[Hidden Gem - travel app](#)

09/2025 – 12/2025

Designed a travel discovery app concept helping travellers discover lesser-known destinations through intuitive navigation and a simplified exploration experience.

- Conducted user research to identify traveller needs before creating personas, user journeys and information architecture.
- Structured user flows and interactive Figma prototypes to simplify destination discovery and guide users naturally towards booking experiences.
- Applied clear visual hierarchy and intuitive navigation patterns to reduce search effort and improve content discoverability.

Pilates by Amy - Pilates website

03/2024 – 08/2025

Designed a website concept for a Pilates instructor, helping prospective clients understand available classes, explore pricing and confidently book a session.

- Structured the website around users' information needs, making classes, pricing and booking details easy to understand before encouraging users to book a session.
- Created user flows, responsive wireframes and interactive Figma prototypes to design a simple and intuitive booking journey.
- Applied UX principles including visual hierarchy, consistency and progressive disclosure to improve readability and reduce cognitive load across desktop and mobile.

Employment Experience

Administrator - NHS (Capita,UK)

11/2024 – 07/2026

- Processed and managed high volumes of NHS patient records using CRM systems, maintaining data accuracy while prioritising time-sensitive GP responses to meet service deadlines.
- Communicated with GP practices and internal stakeholders to resolve queries efficiently, ensuring accurate documentation and smooth case progression.

Customer Service Representative - TFL (Capita,UK)

11/2023 – 11/2024

- Investigated customer appeals by analysing information, identifying root causes and resolving complex cases.
- Communicated complex policies clearly and empathetically, helping customers understand decisions.

Customer Service Assistant - H&M (Bulgaria)

05/2018 – 06/2020

- Delivered excellent customer service in a fast-paced retail environment while resolving customer queries and complaints.
- Observed customer behaviour and adapted communication to support a positive shopping experience.

Education

Bachelor's Degree in Computer Engineering, Technical University of Varna, Bulgaria

09/2015 – 06/2020

- Relevant modules studied include: UX Design, UI Design, Web Design

Professional qualifications and Certifications

UX Design Institute, Dublin, Ireland

- Professional Certificate in UI design 06/2022 – 02/2023

Google UX Design Professional Certificate - Google (Coursera)

- Professional Certificate in UX design 01/2025 – 08/2026

Interests

I find inspiration in simple moments travelling, and reconnecting with nature which often spark ideas for my design work. I'm naturally curious about how people think and behave, which draws me to UX research, psychology, and behavioural science. I also enjoy strength training and nutrition, where I apply the same mindset of consistency, structure, and continuous improvement that I bring to my design process.