VELICHKO BOTEV

PRODUCT DESIGNER

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EMPLOYMENT

OCTOBER 2024 – PRESENT

Senior Product Designer

Kaizen Gaming/Betano – Sports Betting and Gambling

I lead the design of intuitive, engaging web and mobile experiences through user research and market analysis, while also mentoring junior designers and driving process improvements. I contribute to design strategy, optimize workflows, and collaborate cross-functionally to ensure solutions align with business goals and user needs.

MARCH 2021 – AUGUST 2024

Senior Product Designer

Pokerstars/Flutter International – Sports Betting and Gambling

I focus on understanding sports bettors' needs through user research and market analysis to create wireframes and interactive prototypes. I create intuitive and visually appealing interfaces for web and mobile platforms, ensuring seamless and engaging user experiences. Collaborating with product managers, developers, and marketers, I align designs with product vision and requirements, emphasizing ease of navigation, functionality, and dynamic interaction.

JANUARY 2019 – FEBRUARY 2021

Senior UX Designer

Mentormate Ltd. – USA – Design Agency

Working on both internal and external projects. Re-thinking current company visual concepts and user journeys. Gather and evaluate UX/UI requirements in collaboration with experts, product owners and other key partners. Execute all visual design stages from concept, wireframe, mock-up, prototype to high-fidelity designs until hand-off to delivery and engineering.

DECEMBER 2016 – DECEMBER 2018

UX/UI Designer

Reward Gateway – Ltd. – United Kingdom – B2B Employee Engagement

I created diverse digital platforms and print materials for major global companies. My role involved designing user-friendly interfaces and engaging experiences to enhance employee engagement and streamline HR processes, collaborating with cross-functional teams to ensure cohesive and visually appealing designs that met clients' branding and strategic goals.

APRIL 2015 – SEPTEMBER 2016

UX/UI Designer

FFCC Ltd. – Sofia, Bulgaria – Finance and Trading

I was responsible for maintaining and enhancing the company's web desktop platform and native mobile application. I collaborated closely with product owners and lead developers to ensure our platforms were user-friendly and visually appealing. Additionally, I designed engaging landing pages for various marketing campaigns, aligning with the marketing team's objectives to drive user engagement and support strategic goals.

EDUCATION

Bachelor in Civil Engineering

University of Architecture, Civil Engineering and Geodesy – Sofia, Bulgaria