



ILIYANA PIRINSKA

UX/UI Designer | Bridging the gap between user needs & business objectives.

DETAILS

Location

Bulgaria

Email

iliyana.pirinska@gmail.com

LINKS

www.iliyanapirinska.com

www.linkedin.com/in/ipirinska/

TECHNICAL SKILLS

User Research

Competitors' Analysis

UX/UI Design

Prototyping

Information Architecture

User Testing

Responsive Web Design

Front-end Development

CERTIFICATIONS

Kickstarter JavaScript Course

Code First Girls

November 2023

Adoption and Appropriation

The Interaction Design Foundation

September 2022

Mobile UX Design

The Interaction Design Foundation

June 2022

Accessibility: Design for All

The Interaction Design Foundation

April 2022

Level 2: Innovation Catalyst

Scottish Institute for Enterprise

November 2020

Level 1: Future Thinker

Scottish Institute for Enterprise

June 2020

ABOUT

As a UX/UI designer with nearly 3 years of experience, I specialise in creating designs that are visually appealing, clean, and significantly enhance user experience. My passion lies in tackling complex UX challenges, devising solutions that effectively meet both user needs and business requirements.

I am actively seeking remote or hybrid full-time roles as a Product Designer or UX/UI Designer, where my adaptability and keen eagerness to learn can make a significant contribution to projects rooted in a human-centric design philosophy. My goal is to craft user experiences that integrate aesthetic elegance, empathy, usability, and accessibility, aligning perfectly with a team's vision.

WORK EXPERIENCE



Syrona Health (Y Combinator 2022)

2 year 9 months

UX/UI Design Analyst

August 2022 - Present

- Developed a cohesive branding and visual identity initiative, encompassing mobile applications, websites, social media, and print and marketing materials, to elevate the company's market presence.
- Drove enhancements in usability and accessibility for the m-Health app SORA, aligning with best practices to ensure a seamless user experience (UX).
- Increased user engagement by executing a strategic redesign of SORA's interface, utilising design thinking to foster a more intuitive user journey.
- Conducted a rigorous user testing and focus groups to pinpoint usability challenges, leveraging analytical insights to inform targeted design improvements.
- Led design presentations that shaped the development process and provided design platform walkthroughs for new team members.

UX/UI Design - Year Placement

August 2021 - August 2022

- Developing gamification concept & design for a m-Health app
- Building the company's design system

UX/UI Design - Summer Internship

May 2021 - August 2021

- m-Health app onboarding - Research & Design
- Design for Social Media platforms

TOOLS

Figma

Adobe XD

Mixpanel

Adobe Illustrator

Maze

Jira

Adobe Photoshop

Confluence

LANGUAGES

Bulgarian - Native language

English - Full Professional Proficiency

SOFT SKILLS

Empathy

Active Listening

Organisation

Problem-solving

Analytical Thinking

Creativity

Communication

INTERESTS

Healthcare Design

Inclusive Products & Innovation

Entrepreneurship

Personal Growth

DIY Interior Design

Fitness

Emotional Intelligence

REFERENCES

On request

EDUCATION

BSc Web Design & Development SW (First Class Expected)

Edinburgh Napier University, Sept 2019 - Dec 2023

Modules: Foundations of Software Design and Development, Introduction to Human-Computer Interaction, Marketing, Practical Interaction Design, Business Systems Analysis and Design, Mobile Applications Development, Advanced Web Technologies, Experiential Design, User-Centred Organisational Systems, Digital Business Environments, User Experience, Honours Project

Design Fundamentals

SoftUni Creative, Bulgaria, Oct 2020 - May 2021

Certifications Acquired: UX Design, UI Design, Web Design, Graphic Design with Adobe Illustrator, Adobe Photoshop, After Effects, Premiere Pro

Math & Physics

High School of Mathematics and Natural Sciences "Yane Sandanski", 2012 - 2019, Gotse Delchev, Bulgaria

HONORS & AWARDS

Talent of the Year 2023 - Finalist (Fifth Place)

Issued by "To The Top" Agency - June 2023

Finalist (5th place) in the category "Design, Architecture, Construction and Geodesy" on a National competition "Talent of the year - 2023"

Softuni Fest 2022 - First Place

Issued by Software University (SoftUni) - June 2022

The award was given for Fintech Branding in a National Design competition. The project was completed in collaboration with a design colleague and used by Finance Academy (sponsors of the event) for an annual FinTech conference with 500+ attendees. The deliverables were Branding, Visual Identity, conference presentation and a landing page.

TESTIMONIAL

Chantelle Bell

Co-founder of Syrona Health

"Iliyana has been integral to transforming the SORA digital product from a standalone single-condition focused solution targeted at end-consumers to a full enterprise solution spanning across multiple conditions, currently being used by thousands of users across Europe.

Iliyana has particularly excelled with detailed research, iterative design, teamwork and time management. It's critical to iterate quickly in a startup and Iliyana embodies this."