

ISKREN IVANOV

Senior UX/UI Designer with near 10 years of experience in user centered design

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Location: Sofia, Bulgaria

RECENT WORK EXPERIENCE

Product Designer - DSK Bank

Mar 2026 – Aug 2026

Worked with two product teams, Pay Later Solutions (front-office web platform) and DSK Mobile (iOS, Android and web), using continuous product discovery.

- Redesigned the front-office credit-card issuing platform end to end; 50K new cards, 90% of approval and rejection decisions, 98% usage, along with about 30% fewer front-office errors and about 40% faster customer service in the first month after release.
 - Designed an AI document reader for credit-card applications. Scanning documents and within seconds get automated checks for eligibility, completeness, missing information and document authenticity, plus verification against government registers. Valid applications go to the approvals team, and failed ones show the specific reason.
 - Introduced integrated digital signing (EuroTrust SMS), which together with the document reader automated manual document handling.
 - Designed Mobility Hub for DSK Mobile, a single place to manage vehicle obligations (evignettes, traffic fines, taxes, loans and inspection reminders) from live government API data. Ran 10 user interviews, then built personas, an experience map and an opportunity solution tree to decide what to build first.
 - Delivered high-fidelity flows for vehicle registration and e-vignette purchase across iOS, Android and web.
 - Designed a credit-card feature for the DSK Mobile app.
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UX/UI Designer & Creative Director - DevOcean Solutions

Aug 2021 – Mar 2026

- Partnered with Moody's Analytics on PFaroe, its fintech suite: redesigned the corporate website and worked on ongoing design system updates.
 - Led end-to-end design for DevOcean's brand, marketing, onboarding and core product, owning 0-to-1 development and roadmap planning.
 - Creative Director for Atrium co-working spaces: brand identity, UX strategy for physical spaces and 5+ client websites
 - Established consistent design systems and marketing and onboarding assets across multiple products and brands.
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Senior Product Designer - Mirchev Ideas

Oct 2019 – Jun 2021

- Sole product designer: turned a basic stats dashboard and content library into a full product experience with improved user flows and an expanded feature set.
- Redesigned and launched the corporate website with a new visual identity. Partnered with engineering and product to define strategy and prioritize features by user needs.

FREELANCE AND INDEPENDENT PROJECTS

Product Designer (freelance) - sprout

Sep 2025 – Dec 2025

Contract-farming platform (agtech) for agricultural field officers in Kenya

- Designed the end-to-end UX/UI for a farm-management and outgrower-tracking mobile app used by field officers with low digital literacy, often working offline in rural conditions.
 - Built a custom design system and tested a low-fidelity prototype with about 10 participants, reaching a 95% task-completion rate.
 - The platform won **AgTech Breakthrough's Contract Farming Solution of the Year 2026**.
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Freelance UX/UI Designer - self-employed

Oct 2017 – Present

Contract-farming platform (agtech) for agricultural field officers in Kenya

- Delivered brand identity, web, print and digital design for a range of clients, owning the full lifecycle from acquisition to handoff and building repeat business through referrals.
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SKILLS & EXPERTISE

- B2C and B2B product experience across fintech, banking, SaaS and agtech
 - Enterprise, agency and freelance experience, including regulated industries
 - End-to-end product design for iOS, Android and web
 - AI-powered features and automated decision flows
 - Product and UX strategy, including 0-to-1 development and roadmap planning
 - Continuous product discovery: user interviews, personas, journey mapping and usability testing
 - Problem framing, opportunity identification and prioritization with opportunity solution trees
 - Information architecture, user flows and interaction design
 - Rapid prototyping, validation and user testing
 - Building and maintaining design systems across products and brands
 - Outcome-led design, with results measured after release
 - Stakeholder management with product owners, engineers and external clients
 - Creative direction, brand and visual identity
 - Motion design and 3D (Blender)
 - Designing for low digital literacy and offline use
 - Working knowledge of HTML/CSS
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EDUCATION

- UX/UI Design, SoftUni Creative, 2017
- Graphic Design for Visual Identity, SoftUni Creative, 2017
- Java Programming, SoftUni, 2015

WRITING & SPEAKING

- Articles on real-world design process for emerging designers, published in Bootcamp and UX Collective on Medium.
- SoftUni Creative talk (2023): online talk on UX fundamentals and how to learn and innovate in design.