Simona Georgieva

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years in banking, fintech, logistics, and telecom, specializing in complex enterprise workflows, accessibility, design systems, and AI-augmented design. Known for turning research, accessibility findings, and operational constraints into clear recommendations that cross-functional teams act on. At U.S. Bank, contributed to approximately 25% faster task completion and 20% higher CSAT, and built reusable AI-assisted design practices that other designers adopted.

EXPERIENCE

Apr 2022 – Present

Senior Product Designer, U.S. Bank

- Lead UX for the modernization of Back Office workflows in a Global Treasury platform, defining reusable interaction patterns for complex legacy entitlement and configuration setups.
- Created a UX Specification Framework, reusable Figma skills, and component mappings for the Shield design system to support AI-assisted, design-system-aligned delivery; other designers adopted the approach and additional teams requested training.
- Contributed to account transfer and fraud-prevention work that supported approximately 25% faster task completion, 20% higher CSAT, and a 30% reduction in related support tickets.
- Built an AI-assisted agent and a progressive-disclosure pattern to modernize dense legacy configuration screens at scale while maintaining accessibility, workflow integrity, and design-system alignment.
- Used quantitative fraud-risk evidence to shape prioritization and introduced a Fraud Discovery & Alignment approach that ranks controls by risk reduction and signal confidence.

Feb 2021 – Apr 2022

Senior UX/UI Designer, UPS

- Led end-to-end UX/UI design for the Counter Manifest System (CMS) modernization, accelerating shipping order intake by about 20%.
- Owned discovery through delivery for complex SaaS workflows across web, mobile, and desktop, delivering validated, user-centered solutions.
- Partnered with product, engineering, and operations to define UX strategy, align stakeholders, and scale consistent design standards.

Sep 2017 – Feb 2021

UI/UX Designer, A1 Telecommunication Company

- Designed A1 Guard, a mobile app adopted by over 20% of the elderly population in Bulgaria, reducing fraud risk for at-risk users.
- Redesigned the A1 Support portal, increasing self-service adoption by 35%, deflecting Tier-1 tickets by 30%, improving search resolution by 40%, and boosting routing accuracy through automated triage by 60%.
- Delivered 20+ large-scale initiatives, from e-commerce features to portals, responsive landing pages, and microsites used by 6M+ customers.

EDUCATION

2013 – 2018

Master's In Advertising & Brand Management, New Bulgarian University

Co-created the winning campaign in the university's annual Digital Academy competition.

SKILLS

Product And Experience Design	Product Design • UX/UI Design • Interaction Design • Information Architecture • Journey Mapping • Dashboard And Data Visualization Design • Content Design • Prototyping
Research And Strategy	User Research And Synthesis • Product Strategy • Stakeholder Alignment • Workshop Facilitation • Object-Oriented UX (OOUX)
Design Systems And Accessibility	Design Systems (Shield) • Component And Pattern Design • WCAG • Keyboard And Screen-Reader Testing
AI-Augmented Design	Spec-Driven Development • Figma MCP And Figma Skills • AI Agent Orchestration (Python, Make, Copilot, Claude) • AI-Assisted Prototyping And Documentation
Tools	Figma • Figma MCP • Claude • Microsoft Copilot • Cursor • VS Code • GitHub • Lovable • Replit • Perplexity • Quantum Metric • Adobe Creative Suite • Adobe After Effects

LEADERSHIP AND COMMUNITY

Present

Design Community Leadership, Atlanta, Atlanta

- Organized and hosted the Atlanta Config watch party and served on the Atlanta hub team for Design Day 2026 (about 40 to 45 participants).

Present

Atlanta Design Day Breakout Workshop, Atlanta

- Facilitated a breakout workshop moving participants from customer evidence to an actionable recommendation.

2026 – 2027

Toastmasters

Secretary, 2026–2027 term.

CERTIFICATIONS

Object-Oriented User Experience (OOUX), Design Thinking, User Research, Product Strategy

LANGUAGES

English

Bulgarian