



## Simona Georgieva

UI/UX Designer

Atlanta, GA

770 608 68 71

[simona@simonaux.com](mailto:simona@simonaux.com)

[www.simonaux.com](http://www.simonaux.com)

[Behance profile](#)

[LinkedIn](#)

## Skills

UX Design

OOUX

Human Centered Design

Information Architecture

Interaction Design

Interactive Prototyping

Low & High-Fidelity Wireframes

Web Design

Mobile Design

Brand Design

Visual Design & Illustrations

HTML/CSS

## Tools

Figma

Adobe Creative Suite

Adobe After Effects

Adobe Animate

Various Project Management Tools

## Certifications

Design Thinking

Object Oriented User Experience

Digital Marketing Masterclass

## Education

Master's in Advertising &

Brand Management

Bachelor's in fine arts

## Languages

English

Bulgarian

*Helping companies and startups deliver better products and customer experience by creating meaningful and empowering digital experiences, solving customers' needs and adding value. A quick learner enjoying independent and collaborative work looking to join a great team.*

### Product Designer

Apr 2022 - Now

U.S. Bank

- Creates user flows, scenarios, navigation models, information architecture, wireframes, prototypes.
- Creates accessible interaction modules, screen layouts, style guides, pattern libraries, images, icons and other visual elements.
- Presents and communicates design and design goals to teammates and partners.
- Leads heuristic evaluation sessions.
- Formally observes user interviews and usability sessions

### UX/UI & Design Consulting

Feb 2020 - Apr 2022

Self Employed

- UPS® user flows, information architecture, wireframes, prototypes
- Marketing and corporate communication design for B2C/B2B
- Help companies stand out in the marketplace with product design, landing pages, websites, mobile apps, and marketing materials such as ads, brochures, flyers, catalogs, and packaging design

### UI/UX Designer

Sept 2017 - Feb 2021

A1 Telecommunication Company

- Designed web and mobile solutions used by over 6 million customers
- Launched over 20 large projects ranging from e-commerce features to portals, special responsive landing pages, and micro websites.
- Conducted focus groups, tests, and used different research methods to gather user insights for prioritizing and improving product features.
- Created buyer personas and customer journey maps.
- Designed low and high-fidelity wireframes and interactive prototypes.
- Participated in the creation of the overall company product strategy

### Graphic Designer

March 2015 - Sept 2017

Mtel Telecommunication Company

- Designed over 500 advertising and corporate marketing materials for print, web, mobile, and television.
- Ensured visual consistency of the brand across various touch points.
- Lead high-stakes projects intersecting business and sales goals with customer experience and corporate image.
- Created and maintained brand guidelines.