

Personal Details

LinkedIn: [Martin Marinov](#)

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Languages

English	CI
French	AI
Russian	BI

Education

Certificate: Figmaistor

– Present, Figmaistor, Online

Certificate: UX Crash Course

– 2015, SoftUni, Sofia

Degree:

Design, Computer Arts & Animation

– 2002, TU-Sofia, Sofia

Certificate:

Company Management

– 2001, UNWE post-degree, Sofia

Master Degree: Computer Science

– 2001, TU-Sofia, Sofia

Areas of Expertise

Collaboration

Design Process

Design Systems – New & Maintenance

Strategic Thinking

Raw Data & Info Flow Structuring

Project & Team Management

Solving Complex Problems

User-Centered Design

User-Interviewing

Research and Analysis

Information Architecture

Prototyping & Wireframing

WCAG / Accessibility

Interaction Design

Mobile & Responsive Design

Continuous Learning

Technical Skills

Adobe PS, ID, xD, Pr, Dw, Acrobat

Figma, Sketch, Balsamiq

VSCode, HTML5, CSS (SASS LESS), XML

Bootstrap, React

CMS Setup & Maintenance

Hosting Maintenance

Martin Marinov

Information Architecture, User Experience & Interfaces

With over 20 years of experience in UI/UX design, I specialize in developing user-centric digital solutions across diverse platforms. My background includes significant roles in both Bulgarian startups and international corporations, where I've consistently delivered intuitive and visually engaging interfaces. I excel in user research, conducting interviews and usability testing to align design outcomes with client expectations and user needs. My extensive experience positions me as a leader in crafting functional, impactful designs that enhance user experiences.

As a committed professional, I value collaboration and thrive in environments that encourage innovative thinking. I am driven by a desire to mentor teams and contribute to a design-centered culture. Looking ahead, I aim to advance as an UX Architect, leveraging my skills to create transformative user experiences in a forward-thinking organization or consultancy.

Work experience

NB: Throughout my career journey below, I have included only the skills that build upon those acquired in previous roles, showcasing a continuous progression and deepening of expertise over the years.

IA, UI, UX, PRODUCT DESIGN, PROCESS ODIT & CONSULTATION

CONSULTANT (HYBRID)

2023 – PRESENT

- Effective UX Strategies, Planing & Coordination
- Content Editing and Optimization
- Seamless Collaboration and Precision
- Collaborating closely with frontend/backend developers
- Nurturing Creativity and User-Centric Design
- Efficiency and Brand Cohesion

SENIOR UI, UX, PRODUCT DESIGNER

MICROFOCUS PLC, SOFIA & NEWBURY (ONSITE & HYBRID)

2010 – 2023

- Working with C-Level management, Mid-level management, Marketing, development to deliver, improve and support variety of Product lines and a vast of projects, products and product lines alongside the company;
- Strategic Thinking, Problem-Solving, Digital Transformation and SaaS Transition;
- MicroFocus Design System – Integration and Improvement;
- WordPress, Tridion, MS Sharepoint – UI Continious Integration ;
- Championed the creation and maintenance of many products and product lines;
- Mentored junior frontenders, fostering a collaborative and innovative design culture within the team;
- Led the design process, user research, designed intuitive, responsive user interfaces, prototyped interactive wireframes and mockups;
- Utilize HTML, CSS, and Bootstrap;
- Successfully launched several WCAG compatible versions of MicroFocus public website/services and Intranet portal.

UI, UX & PRODUCT DESIGNER & CONSULTANT

FREELANCE (HYBRID)

2008 – 2010

- Nurturing Creativity and User-Centric Design;
- Seamless Collaboration and Precision;
- UX metrics, Efficiency and Brands' Cohesion;
- Consulting a variety of clients due to project succession;
- WordPress, TextPattern & Magento platform – UI Continious integration;

Personal Qualuties

Pragmatism
Empathy & Intuition
Consistency
Quick assessment
Patience
Loyalty

Hobbies

IoT & Electronics
Cycling
3D Printing & Modelling
Pencil Drawing & Sketches
Popular Culture & Movies

Portfolio & References

URL: martinmarinov.com

LEAD UI, UX & PRODUCT TEAM

CODESPRING LLC, ACQUIRED BY YELLOWBOOK INT., SOFIA (ONSITE)

2004 – 2008

- Leading and managing a talented UI & Frontend team;
- Spearheaded the design and functionality of CodeIn CRM with its own Design System, opened for adaptation with different Clients' Brand Identities;
- Progressed to the role of Senior Lead, showcasing leadership skills and an aptitude for guiding design team towards successful project outcomes;
- Collaborated with various development teams;
- Conducted regular design critiques and heuristic evaluations;
- Played a key role in defining and maintaining the company's early design system;
- Acted as a liaison between design, development, and product management.

SENIOR PRODUCT & UI DESIGNER

MICSY PLC, SOFIA (ONSITE)

2003 – 2004

- Strategically crafting innovative solutions within a sophisticated Docflow/ERP product tailored for the intricate needs of Public Administration;
- Developed strict and details user personas, user flows, and low-fidelity wireframes;
- Conducted A/B tests and gathered user feedback to refine and optimize designs, resulting in a MICSY's Docflow System;
- Collaborated closely with frontend and backend developers;
- Collaborated with Different Public Administration teams;
- Proactively integrating new techniques and technologies.

SENIOR DESIGNER

APLUS, A COMPANY OF ABACUS TRADE LTD., SOFIA (ONSITE)

2002 – 2003

- Played a pivotal role in the design of many websites based on an inhouse ERP/CRM & eCommerce functionality, SEO and online marketing. Driving higher generic user ranking in Google;
- Collaborated closely with frontend and backend teams;
- Conducted regular design critiques and heuristic evaluations, identifying areas for improvement;
- Acted as a bridge between design, development, and product management teams, ensuring alignment on project objectives and priorities.

WEBDESIGN/FRONTEND DIRECTOR

SAVANTO PLC., SOFIA (ONSITE)

2001 – 2002

- Gained a solid foundation in web design. Evolved in the years into a UI/UX designer to meet the demands of evolving digital landscapes;
- Leveraged fundamental frontend development skills;
- Led a cross-functional team as Director of Web Development & Support.

INTERN TO MID/SENIOR LEAD: DESIGN & SUPPORT

BULREKLAMA 2000 LTD., SOFIA (ONSITE)

1998 – 2001

- Progressing from Junior Designer to Senior Lead;
- Crafting Visually Engaging Designs;
- Collaboration and Mentorship;
- Strategic Thinking, Problem-Solving and Support;
- Demonstrated proficiency in problem-solving, identifying and resolving challenges to deliver high-quality, impactful products.