



Experience

Coca-Cola IT • UX Lead - EMEA IT Marketing • 2018 -

User Research / Information Architecture / Prototyping / AR/VR / Chatbots

I currently work for Coca-Cola IT as the UX Designer for EMEA IT Marketing team. I am also the Technical Lead for immersive experiences (AR/VR/MR), as well as conversational experiences (Chatbots/Voice Assistants).

RedLark • Senior UX Designer • 2017 - 2018

User Research / Information Architecture / UI Design

I spent a year working for RedLark, a company developing gaming solutions.

OSI • Senior UX Designer • 2016 - 2017

User Research / UX Design / UI Design / Prototyping

At OSI I was doing User Research, Information Architecture, and the design of different products. I won a **UX Design Award Nomination** for a mobile app that helps anorexia patients and their families with the recovery treatment.

Telerik/Progress • Senior UX Designer • 2016

User Research / Information Architecture / Wireframing / Prototyping

I was doing usability research in the form of card-sorting and tree testing along with other qualitative and quantitative research methods which formed into a feasible interactive solution.

Proznanie • UX Designer • 2015 - 2016

User Research / Wireframing / UI Design / Prototyping

Proznanie is a web-based platform which serves as an online virtual classroom. I was in charge of Product Design, UX Design, UI Design, as well as User Research through various interviews. The team worked within a flexible SCRUM environment so I also had to keep track of tightly adapting the design phase for this agile workflow

WebFactory • UX Designer • 2013 - 2015

UML Diagrams / Wireframing / Information Architecture / Prototyping

WebFactory is a Dutch-Bulgarian design & development agency. I tackled each project from the ground-up, tailoring business requirements into user-centered goals. That included Use Cases, Activity Diagrams, User Flows, Sitemaps, Wireframing, prototyping & UI Design.

Economedia • Infographic Designer • 2010 - 2012

Infographic Design / Information Architecture / Editorial Design / Illustration

Economedia is the biggest business-related media group in Bulgaria. The company's portfolio encompasses one of the best Bulgarian medias such as Capital & Dnevnik. During my time there my responsibilities covered mainly Infographic Design - the art of turning a big chunk of data into an easily digestible visual representation of it. Once and then, I would chip-in with an illustration or an editorial piece.



Education

New Bulgarian University • BA/Animation/ • 2011 - 2015

Bachelor in Animation in New Bulgarian University Sofia, Bulgaria

Design Academy Eindhoven • BA/Design/ • 2009 - 2010

Bachelor in the renowned Design Academy Eindhoven, Netherlands



Expertise

Digital

User Research
Information Architecture
Wireframing
Interaction Design
UI Design
HTML / CSS
Javascript /basic/
IX Design
VUI Design

Print

Illustration
Branding & Identity
Infographic Design
Editorial Design
Typography

Motion

Drawn Animation
Vector Animation
Motion Design
Compositing

Software

Adobe Creative Suite
Axure RP
proto.io
Figma
Sketch
Invision Studio
AR/VR prototyping tools



Courses & Certificates

Scrum Alliance CSPO

Scrum Certified Product Owner certification by Scrum Alliance

NABA

Design Course

1-month course in design in Nuova Accademia di Belle Arti, Milano

IELTS(7/9)

Certificate for English Language Proficiency

Saint Martins Design Courses

Design & Storyboarding course in Central Saint Martins, London.



Milestones

CX Network • Speaker • 2020

<https://www.cxnetwork.com/events-cxn-live-experience-design-2020/>
Led an online session for CXN Live: Experience Design 2020

ICEM Summit • Speaker • 2020

<https://binaconf.com/istanbul-2020/>
Invited to speak at ICEM Summit in Istanbul, Turkey

Outcome Conference • Speaker • 2020

www.outcomeconf.com
I hosted a Lecture on Designing Immersive Digital Stories at Outcome 2020

World Usability Congress • Masterclass Tutor • 2019

www.worldusabilitycongress.com
I hosted a masterclass on AR/VR Design at World Usability Congress 2019.

designed.org • Mentor • 2019 -

www.designed.org
I was chosen to be a mentor in the new platform www.designed.org

SoftUni • Teacher • 2019 -

www.creative.softuni.bg/
Hosting and leading the UI courses in the SoftUni Creative module

UX Istanbul • Speaker • 2019

<https://uxistanbul.org/dobrian-dobrev/>
Hosted a lecture "Strive to Survive: Designing Immersive Experiences" at UX Istanbul, alongside key UX practitioners from Google, Amazon, YouTube, Atlassian, Apple, and others.

UX Design Awards • Nomination • 2017

www.ux-design-awards.com/en/product/proto-strong/
I got nominated for a UX Design Awards 2017 for a native mobile application that helps anorexia patients and their families with the recovery treatment.

WebVR Incubator • Mentor • 2017

www.webvrincubator.com
I was invited to be the UX Mentor for the first WebVR Incubator in the world.

UX Sofia • Speaker • 2017

<https://ecatalog.nbu.bg/>
Hosted a lightning talk on Immersive Design and prototyping AR/VR/MR experiences at UX Sofia 2017

New Bulgarian University • Teacher • 2016 -

<https://ecatalog.nbu.bg/>
Invited to host a UX Design course for 3 Bachelor Programmes at the New Bulgarian University

UXify • Speaker • 2016

<https://ecatalog.nbu.bg/>
Hosted a lecture on the topic of prototyping and Interaction Design at UXify Sofia 2016



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