



Experience

VMware • Staff Product Designer • 2022 -

User Research / Information Architecture / Prototyping / UI Design

I currently work for VMware as a Staff Product Designer

Coca-Cola IT • UX Lead - EMEA IT Marketing • 2018 - 2022

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

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

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 shaped our feasible interactive solutions.

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 & UI), as well as User Research. 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. I was working for Capital news media. 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 CSP0

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

UX Sofia • Speaker • 2022

<https://uxsofia.com/speakers/dobrian-dobrev>

Invited to host a lecture on the topic of Sustainability by design

Sofia University • Guest Lecturer • 2021 -

<https://www.fmi.uni-sofia.bg/en>

Invited as a guest lecturer for the BA Design Thinking course

The Intuitive Customer Podcast • Guest • 2021

<https://open.spotify.com/episode/4AVf6keqli1oWa1au9dUV6?si=0a6fce2a02bd4388>

Invited to join The Intuitive Customer Podcast to talk about CX immersion

UX Camp Europe • Speaker • 2021

<https://www.uxcampeurope.org>

Hosted a talk at UX Camp Europe on Disruptive Immersive UX

CX Network • Speaker • 2020

<https://www.cxnetwork.com/events-cxn-live-experience-design-2020/>

Led an online session for CXN Live: Experience Design 2020

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

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 ever WebVR Incubator

New Bulgarian University • Teacher • 2016 - 2019

<https://ecatalog.nbu.bg/>

Invited to host the undergraduate UX Design course at NBU

UXify • Speaker • 2016

<http://uxify.com>

Hosted a lecture on the topic of prototyping and Interaction Design at UXify Sofia 2016



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