Goodfella

🖥 www.dobrian.eu   ✉ dobriandobrev@gmail.com   📱 +359 893668871

📅 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
Economedia is the biggest business-related media group in Bulgaria.I was working for Capital news media. During my time there my responsibilites 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

Barcelona Technology School • MA/UX Design/ • 2023 - 2024
Online Masters in UX Design (Leadership) at Barcelona Technology School

New Bulgarian University • BA/Animation/ • 2011 - 2015
Bachelor in Animation in New Bulgarian University Sofia, Bulgaria

🛎 Expertise

Hard Skills
User Research
Information Architecture
Wireframing
Interaction Design
UI Design
HTML / CSS
Javascript /basic/
XR Design
VUI Design

Soft Skills
Public Speaking
Teaching
Mentoring
People Management
Accessibility Advocate
Workshop Facilitation
Design Thinking
Stakeholder Negotiation
Collaboration / Teamwork
Time Management
Empathy

Software
Figma
Adobe Creative Suite
Adobe XD
Sketch
Invision Studio
AR/VR prototyping tools
Jira/Confluence

📊 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)
Certifiacte for English Language Proficiency

Saint Martins
Design Courses
Design & Storyboarding course in Central Saint Martins, London.

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🏅 *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 MA 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
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

🛎 *Expertise*

Hard Skills
User Research
Information Architecture
Wireframing
Interaction Design
UI Design
HTML / CSS
Javascript /basic/
XR Design
VUI Design

Soft Skills
Public Speaking
Teaching
Mentoring
People Management
Accessibility Advocate
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