MIRO KIROV
Senior Product Designer

EXPERIENCE

SoftServe · Senior Product Designer
2016 - present

- **Atlassian (SoftServe contract)**
  Jan 2018 - Jan 2020
  - Collecting and synthesizing customer research/feedback.
  - Sketch, design and prototype solutions covering multiple user flows and touchpoints.
  - Worked tightly integrated into the development team.
  - Used and contributed to extending Atlassian Design Guidelines.
  - Defended design decisions with real metrics (using Amplitude).
  - Successfully shipped an improved version of the Jira - Slack integration with 24% increase in Monthly Active Users.

- **Dixons Carphone (SoftServe contract)**
  Aug 2017 - Jan 2018
  - Conducted user research and synthesized outcomes.
  - Facilitated workshops, results of which were mapped user journeys, flows and the information architecture for the app.
  - Worked with design peers and leadership to optimize product.
  - Wireframed, prototyped and visually designed the app features.
  - Outcomes were a new omnichannel user-centered design experience for the In Store app (sales tool).

- **Diplomat Pharmacy (SoftServe contract)**
  Feb 2016 - Aug 2017
  - Wireframed, prototyped and visually designed portals.
  - Crafted a dynamic, scalable design system from scratch.
  - Played the role of the customer's advocate throughout the process by incorporating user research.
  - Shipped two successful products, which are still used today by hundreds of physicians and patients.

Despark · Senior Product Designer
Mar 2015 - Feb 2016
While part of this award-winning digital agency we worked on multiple client projects. My role covered requirements gathering, research, wireframing, designing & testing the products.

Storegecko · Product Designer
Apr 2014 - Mar 2015
As a partner in this London-funded startup I was responsible for the complete vision for the web app, while also executing the solution through visual design, recruiting and leading new talent.

Littera · UI Designer / Front-end dev
Jan 2011 - Apr 2014
Being a second generation designer I was working in our family-owned digital agency. During my involvement I was mostly designing and developing web sites for multiple clients.

CONTACT

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TOOLS

Pen & Paper
Sketch
Adobe CC
Principle
Invision
Zeplin + Inspect
HTML & CSS

SKILLS

Research
  Interviews
  Surveys
  Analytics
  Contextual Inquiries
  Competitive Analysis

Interpret
  Personas
  Information Architecture
  User Flows
  Customer Journeys
  Synthesizing Information
  Brainstorming Sessions

Design
  Wireframing
  Prototyping (Lo & Hi)
  Visual Design
  Specifications

Evolve
  Usability Testing

Facilitating Workshops

EDUCATION

Masters of Art @ Graphic Design
2013 - 2015 | New Bulgarian University

Bachelor's Degree @ Economics
2009 - 2013 | Sofia University