

# ALBENA ZARKOVA

## UX/UI DESIGNER

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## WORK EXPERIENCE

### UX/UI Designer / Hedgwork

APRIL 2024 — PRESENT (LONDON, UK)

- Collaborate with the founding team to design and develop the MVP for Hedgwork, an AI-powered workforce upskilling B2B platform that enhances productivity and career ownership
- Design intuitive and visually engaging user interfaces for features such as peer-to-peer learning, team collaboration, and dynamic project opportunities
- Create wireframes, prototypes, and high-fidelity mockups to gather iterative feedback
- Contribute to defining the product roadmap by identifying user pain points, analysing industry trends, and proposing innovative design solutions.
- Support the establishment of design processes and documentation to enable future scalability and team growth.

### UX Designer / Expedia Group

AUGUST 2023 — MARCH 2024 (LONDON, UK)

- Worked on multiple projects to enhance user experiences across Expedia Group's digital platforms.
- Optimised shared UI carousel components for cross-team use, ensuring scalability and consistency.
- Contributed to the implementation of personalised recommendations across diverse email scenarios.
- Gained hands-on experience with EG Design Systems, refining design skills and methodologies to maintain high-quality standards.

### Customer Service Representative / MOO

AUGUST 2021 — JUNE 2023 (LONDON, UK)

- Responded to customer inquiries via phone, email, and online chat at MOO, an online print and design company.
- Managed inquiries related to: Order status, General product information, Technical issues, Pricing.
- Handled customer requests for refunds, credits, and returns.
- Regularly identified opportunities for site and process improvements.

## EDUCATION

### Ravensbourne University London, UK

B.A. User Experience and User Interface Design (UX/UI Design)

## SKILLS

UX Design, Interface Design, Web Design, Mobile App Design, Illustration Design, Competitive analysis, UX Research, User interviews, Affinity Mapping, Storyboarding, User Flows, Information architecture, Wireframing, Interaction Design, Prototyping, Usability Testing, Design systems, Data Visualisation, Typography

## TOOLS

Microsoft Office (Outlook, Word, Excel, Power Point, Teams), Figma/ FigJam, Adobe CC (XD, Illustrator, InDesign, Photoshop, Premier Pro), JIRA, Confluence, Slack, Miro, Marvel, HTML/CSS, Javascript, Fusion 360

## LANGUAGES

English - **C1**

French - **B1**

Bulgarian - **Native**