



ICS DreamTeam Member No 2290 CV

Profile:

Technical Skills Summary:

Software

- Microsoft Expressions Suite (Blend, SketchFlow)
- Adobe Creative Suite (Photoshop, Illustrator, Flash, After Effects)
- Mac & Windows

Programming

Expert: WPF & Silverlight, ActionScript 3, Html, CSS

Intermediate: SQL

Work Experience:

From – To: February 2010 — Present

Role Title: UX/UI Design Consultant

Description: Domain owner for UX design and presentation layer implementation of Silverlight FOREX system development at BNP Paribas. Interpreting business requirements and defining user scenarios for product development. Designing and implementing a unified visual GUI framework to showcase the next-generation interaction capabilities of the Silverlight technology. Gathering and analysing user feedback, heuristic evaluation of usability requirements, graphic user interface design, and XAML frontend development.

Customer: ICS Solutions

From – To: June 2003 - December 2009

Description: A Microsoft Gold Partner, the leading provider of UI components for the full breadth of Microsoft technologies covering the Silverlight, WPF, AJAX and MVC platforms. Customers include tens of thousands of ISVs and corporations, educational and governmental organizations - among them Merrill Lynch, Bank of America, IBM, Microsoft, Reuters, Boeing, the UN and Siemens. He has been the leading force behind and directly responsible for all visual and UX aspects of the product offering. When he started at Telerik, he was only the sixth employee. When he left, the company had grown to over 200 professionals and had been widely recognized as a global leader in UI design. Our products have been integrated in solutions for most Fortune 500 companies, and he has been directly involved in UI work for bespoke projects from Microsoft and MySpace among others. While he has assumed multiple roles at Telerik, this is a broad summary of his responsibilities through the years:

From – To: September 2007 — December 2009

Role Title: Senior Designer

Description: Part time, remote work during MA studies. UX/UI design for a portfolio to UI components for the Microsoft ASP.NET technologies. Interaction Design Rich Internet Applications.

From – To: July 2006 — September 2007

Role Title: User Experience Director



www.ics.net
dreamteam@ics.net
+44 (0)1256 403800

Description: Set up & lead a new team of visual designers, UX professionals and front-end developers to inform product development at Telerik

- Conceive and implement a companywide strategy to integrate the UX cycle within existing development workflows (including agile)
- Implement best practices for UX methodologies and documentation including prototypes,
- wireframe design, personas, sitemaps, remote usability tests
- Nurture talent, grow in-house UX expertise and guarantee consistent quality of visual and UX design within the team through direct involvement and an extensive program of trainings
- Hands-on design for web sites, User Interface (ASP.NET and Silverlight/WPF components), Interaction design for Rich Internet Applications, Usability Studies

From – To: June 2003 — July 2006

Role Title: Art Director & Special Projects Manager

Description: Manage a team of visual designers; oversee conception & production for all visual communication channels including web-design, User Interface Design (Silverlight, WPF, ASP.NET), UX Design and Usability, Corporate ID & Branding, Print Advertising & Exhibition design. Project Owner for the Telerik custom-built ERP system automating all aspects of the business including web-site CSM, product downloads & licensing implementation, purchase transactions & shopping cart, full support ticketing system and marketing CRM communications. He has been directly responsible for all system requirements & specifications, information architecture, Project Management, visual design and QA on the project. He has directly overseen work of the development team during 1, 5 years of production and 1 year of post-implementation support and ongoing upgrade work. The system has been internally recognized as a major drive behind the success of the company for its role in streamlining internal processes and delivering exceptional service to customers.

Customer: Telerik

From – To: 2001 — 2003

Role Title: Art Director

Description: Web-design, interface design, interaction design, and usability

Customer: NewGen Solutions

Education:

2007- 2009 MA Communications Design (Digital Media), Honors
Central Saint Martins College of Art and Design

1999 – 2003 American University in Bulgaria
BA, Business Administration, Economics, Information Systems

Certifications:

- Adobe Certified Expert

Lectures:

- WebDD - Microsoft, Reading: Quick and Dirty Usability Testing
- Microsoft Days: User-Centered Development
- Devreach: Integrating UX Strategies in the Software Development Lifecycle