



# NAIDEN NAIDENOFF

UI/UX Web & Graphic Designer

+359 888 66 07 07  
naidenoff@gmail.com  
Sofia, Bulgaria  
www.the5day.com

## EXPERTISE

- 20+ years of dedicated professional experience in interaction design, information architecture, user experience strategy, web product development and concept development
- A thorough and comprehensive approach towards assisting clients in turning a concept into reality in addition to integrating functional, emotional and technical aspect requirements
- Extensive experience in collaborating with product managers, developers and clients to brainstorm ideas, develop concepts and reach project goals under stringent deadlines
- Ability to identify problems through functional analysis and strong communication skills

## TOOLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe Dreamweaver
- Adobe Flash
- Adobe Premiere
- Adobe Indesign
- Corell Draw

## EMPLOYMENT

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### Chief Designer

UltraFlex, Sofia, Bulgaria  
Sep 2014 - 2019

- Managed the development of the company's overall corporate identity and rebranding
- Oversaw all aspects of website management and graphic design including industrial design of utility machines and catalogues, print media and monthly exhibition materials
- Maintained and produced multimedia content for various social media platforms
- Developed innovative UI control panels for all dedicated machines and software

### Senior Web & Graphic Designer

TV7, (Marketing and Internet Media Department), Sofia, Bulgaria  
Nov 2011 - Sep 2014

- Created cutting-edge visual designs for the channel's websites
- Defined, maintained, and propagated design style guides and reference documentation to support a coherent visual experience across all TV7 web assets including tv.bg; news7.bg; super7.bg; sport7.bg; queens7.bg
- Worked closely with the user experience team to implement upfront research, user testing, and analytics feedback into design
- Conceptualised and produced imagery for marketing of web media channels including creative for campaign components such as website elements, banners, headers, icons, landing pages, blog images, social media, newsletter images and email marketing

### Digital Media Director

Interactive Media Services Ltd.,  
Sofia, Bulgaria  
May. 2009 - Nov 2011

- Managed the initial stages of digital products development such as conceptualisation, evidence gathering, user feedback, usability testing and functional specification creation
- Supervised the production process of technical specifications, product management, web development and feedback
- Oversaw all aspects of the product vision (TV, Web and print media) and the product branding of logo and broadcast graphics

### Business & Web Product Developer, Co-Founder

Smartmedia, Sofia, Bulgaria  
2004 - 2009

- Provided leadership in the areas of Interaction and Experience Design
- Worked with Development and Product teams to make wireframes and mock-ups of best-in-class UI
- Created and maintained a thorough UX & UI standards documentation
- Responsible for creating and guiding the development of a behaviour model and information flow across diverse areas such as government, public safety and enterprise
- Worked with internal and external stakeholders to identify requirements, craft a vision and produce an execution plan
- Created layouts and visual design elements for all core projects including web and mobile
- Developed designs and layouts for a wide variety of marketing materials, such as PowerPoint presentations, white papers, brochures, and product slicks.

**Freelance  
Multimedia & Web Designer**

Contact Art, Sofia, Bulgaria  
February 2001 – July 2004

- Worked as an independent professional developing various projects primarily focused on digital media and web & UI design
- Produces designs and layouts for a wide variety of marketing materials, such as PowerPoint presentations, white papers, brochures, logo design, flash banners
- Oversaw the design and production of a series of multimedia CDs about Bulgaria aimed at providing extensive historic, cultural and tourism resources

**Art Director, Chief Designer**

MobilTel / Mtel, Sofia, Bulgaria  
January 1995 – December 1998

- Directed the (Mtel) logo design process and supported the establishment of corporate identity
- Provided graphic design and creative direction for print advertising campaigns and web graphics
- Responsible for all visual aspects of printed and onscreen projects
- In charge of strategy development of branding and business centre visual solutions

**Graphic Designer**

Chimimport (Plc), Sofia, Bulgaria  
January 1990 – December 1994

- Oversaw the design of print and billboard communications
- Reinforced corporate identity by improving logo conceptualisation and corporate vision
- Developed product branding of logos, packaging, brochures and advertisement design in both domestic and international forums and exhibits

## EDUCATION

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**National Academy of Art (NAA),**

Sofia, Bulgaria  
Sep 1987 – Sep 1989

- Specialisation in Poster and Visual Communication
- Logo and Brand Design
- Visual Communication through Graphic Design

**National Academy of Art (NAA),**

Bachelor in Design and Advertising  
Sofia, Bulgaria  
Sep 1984 – Sep 1987

- Spatial and Graphic Design, Advertising Design, Exhibition design
- Perspective, Color science
- Theory of exposition

**High School of Applied Arts,**

Tryavna, Bulgaria  
High-School diploma  
Sep 1976 – Sep 1982

- Painting and applied arts oriented program
- Furniture and Interior design

## OTHER COMPETENCES

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**Communication skills**

- Excellent interpersonal skills
- High adaptability and flexibility
- High cultural awareness

**Organizational / managerial skills**

- Excellent team work
- Ability to work under pressure
- Strong leadership skills
- Ability to multitask
- Ability to observe pressing deadlines

**Languages**

- Bulgarian – Mother tongue
- Russian – Fluent
- English – Basic

## PORTFOLIO

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