SENIOR UX/UI DESIGNER
Damyana Stoyanova

⌖ Weert, Netherlands
LinkedIn profile
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I explore **solutions with design and code**, based on data. I am passionate about user experience and how it can help businesses grow through ethical, human-centered digital experiences that make people's lives better.

I love working on niche B2B or enterprise software and learning about how it works, people who use it and the business model.

↗ damyana.design   ↗ Let's grab a digital coffee.

- 5 years experience in B2B
- End-to-end work from strategy and UXR to UI
- Specialize in design systems
- Code interactive prototypes for user tests
- Lower business risk with Agile UX experiments

WORK EXPERIENCE

OCT 2024 - PRESENT, AMSTERDAM
Senior UX/UI Designer | Corsearch

- Reworked key screens in Navee's Product Monitor software (recently acquired by Corsearch) to improve moderators' speed in labelling infringing content and assessing content labelled by system rules or LLM.
- Advocated for user experience as a strategic partner for product that can help achieve business objectives, while decreasing risk with research.
- Reworked design system elements to best practices in Figma, collaborated with developers in Storybook.
- Did extensive research on how to create optimal data visualization tools for investigators in online brand protection.
- Mentored junior team members on Figma best practices, UX alongside Agile processes, design system components best practices.

JAN 2025 - PRESENT, AMSTERDAM
Mentor | Ladies that UX Amsterdam

JAN 2023 - OCT 2024, ROTTERDAM
UX/UI Designer | MetrixLab B.V.

- Researched and presented a proposal on how to improve user task success rate on a key app screen by 148%, potentially decreasing operational costs by 20% - of Customer Success team acting as an extra layer of UI.
- Designed the user experience of the Toluna/MetrixLab Knowledge base with 1600 continuously increasing daily visits and 1300 unique monthly users.
- Redesigned a form, optimizing core business processes - communication between sales and participant sourcing teams. The process was iterative from user research, wireframes and testing coded prototypes.
- Crafted dashboards for internal reporting tools, gradually redesigning legacy software with new design system while balancing customer needs and business goals.
- Designed and coded HTML/CSS of company-wide authentication portal.
- Upskilled new design team members regarding accessibility, Figma best practices, user research, UX alongside Scrum.
- Maintained the Zensi design system in Figma and Storybook.
- Built interactive prototypes in Storybook using HTML/CSS/JS or Angular.

DEC 2019 - JAN 2023, REMOTE
UX/UI Designer | Stoa Group

- Bounce rates decreased from 88% to 58% with a website redesign.
- Took ownership of digital user journeys, aiming to increase trust and conversions across channels, with main focus on BILDA Rainscreen website.
- Created a style guide and a collection of visual assets.
- Created landing pages and continuously worked on the website to showcase BILDA's unique value proposition, while tracking data in Google Analytics and session recordings in Hotjar to measure improvements.

EDUCATION

OCT 2019 - JUNE 2022
University of Edinburgh
Digital Media Design MSc.

SKILLS & TOOLS

UX research, UX design, UI design, mockups, user interviews, user testing, wireframing, coded prototypes, design systems, product design, information architecture, communication skills

Figma, HTML/CSS/JS, Angular, GitHub, Azure DevOps, Jira, Miro, Scrum with UX, Confluence

CERTIFICATIONS

Let's Do Design Research Right - by Erika Hall
How to design for accessibility (WCAG 2.0)
Professional Scrum with UX I - Scrum.org
Clean code - Udemy
UX Research for Agile Teams - LinkedIn
Design Practice in Business - DelftX
GDPR Compliance Essential Training
Design Thinking Practitioner - IBM
Discovery Program - Accenture
Enterprise Foundation - Edinburgh Innovations

PROJECTS

Aspiring Future Female Leaders
program at Corsearch

$32k total impact assisting NGOs on catchafire.org - AIP Foundation, Inclusive Action for the City, Climable

WWF Netherlands - Design Volunteer

LANGUAGES

English - native level, C2
Bulgarian - native level
Dutch - B2

HOBBIES

In my free time I hike, hang out with my cats, read fantasy books, play PC games or play bass with my band.