

Beatrice Todorova

Product Designer | UX/UI Designer | Digital Strategy

 www.linkedin.com/in/b-todorova

 www.beatrice-todorova.com

Work Experience

Product Designer (Mid-Level) · [Finanzvergleich GmbH](#)

MAR 2022 - MAR 2025 · 3 YRS · MUNICH, GERMANY · ON-SITE/HYBRID

Finance & Affiliate Marketing, E-commerce

- Developed a new design system aligned with business goals
- Created 20+ A/B tests, achieving up to 15% conversion rate increase
- Conducted user research, incl 15+ user interviews, 10+ surveys

Product Designer (Intern) · [Biekos Vrasdonk AS](#)

MAY 2021 - MAY 2022 · 1 YR · NORWAY · REMOTE

Healthcare and Medicine

- Design lead for the mobile application Biekos on iOS and Android
- Conducted 10+ user interviews to gather feedback, 5+ surveys
- Prototyped and tested new features, mockups, and usability tests

Product Designer, UX/UI · [Upwork® Global Inc.](#)

OCT 2021 - JAN 2022 · 1 YR 4 MOS · FREELANCE · REMOTE

Technology, coaching, media & communication

- Designed SaaS dashboards, mobile apps (Android & iOS), websites
- Ensured quality delivery with strong time-management skills
- Collaborated effectively within a cross-functional team

Career transition Interior Designer → UX/UI Designer

2020

Interior Designer · [Studio Mode](#)

FEB 2018 - FEB 2021 · 3 YRS · FULL-TIME · ON-SITE

Education & Training

Bachelor of interior design · [LTU Sofia](#)

2012 - 2018 · SOFIA, BULGARIA

Design & Product Management · [FH Salzburg](#)

SEMESTER ABROAD 2015 · SALZBURG, AUSTRIA

User experience & web design · [SoftUni](#)

2019 - 2021 · SOFIA, BULGARIA

Responsive UX/UI Design in Figma · [Udemy](#)

2022 - 2024 · MUNICH, GERMANY

Contact

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Skills

- Interaction Design, Prototyping
- Visual Design, Web Design
- User Research, User Testing
- Communication and Collaboration
- Adaptability and Agile Methodology

Tools

Design

- Figma, Figjam
- Adobe Creative Suite

User testing

- UserTesting, UserInterviews
- Jira, Confluence (management)
- Webflow (website builder)
- VWO (A/B Testing)
- Mouseflow (user analytics)
- Google Analytics

AI tools

- ChatGPT
- Midjourney
- Vizard AI

Languages

- English (work proficiency)
- Bulgarian (native)
- German (elementary proficiency, in progress)

Last updated Feb 2025