

# MARTIN TCHOBANOV

Senior UX/UI and Product Designer



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### ABOUT ME

As a Product Designer, I excel at creating innovative and user-centric designs that seamlessly blend form and function. My expertise spans the entire design process, from concept ideation to prototyping and final implementation.

With a keen eye for problem-solving, I lead design processes to deliver exceptional solutions that exceed client expectations. I specialize in building products from scratch or enhancing highly scalable solutions with a significant impact on both clients and companies.

I always follow best design practices and collaborate with multidisciplinary teams to achieve outstanding results.

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### SKILLS

Product Design

UX/UI

Interaction Design

Accessibility

Usability Testing

Analyze Data

Digital Advertising & Marketing

Figma

HTML5/CSS3

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### LANGUAGES

English

Russian

Bulgarian

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### LINKS

#### LinkedIn

<https://www.linkedin.com/in/martintchobanov/>

#### Portfolio

<https://martintchobanov.wixstudio.io/portfolio>

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### COURSES

- JAN 2025 - MAR 2025  
**FOUNDATION OF USER EXPERIENCE (UX) DESIGN, GOOGLE**
- JUN 2020 - JUN 2020  
**ACCESSIBILITY ADVOCATE, VMWARE**
- JAN 2012 - JAN 2012  
**UX DESIGN (USER EXPERIENCE DESIGN), LUCRAT**
- JUL 2012 - JUL 2012  
**SITUATIONAL LEADERSHIP, BLANCHARD INTERNATIONAL**
- NOV 2010 - NOV 2010  
**MANAGEMENT SKILLS TRAINING, IN YOUR HANDS CONSULTING COMPANY**
- JUL 2010 - JUL 2010  
**SEARCH ENGINE OPTIMIZATION (SEO), AVERANK DIGITAL MARKETING AGENCY**
- JUL 2008 - JUL 2008  
**TEAM LEADERSHIP, PEAK PERFORMANCE CONSULTING**
- JUL 2008 - JUL 2008  
**NEGOTIATING EFFECTIVELY, CONSULTING OOD**
- JAN 2008 - JAN 2008  
**CREATIVE ADVERTISING, MINDSCAPES TRAINING COMPANY**

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### AWARDS

- Bulgaria  
**AWARD "THE BEST CORPORATE WEBPAGE" AT THE BGSITE.ORG**
- Bulgaria  
**AWARD THE BEST TELECOMMUNICATION WEBPAGE AT THE BGSITE.ORG**

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### EDUCATION

- Bulgaria  
**TECHNICAL UNIVERSITY SOFIA**
- Bulgaria  
**NATIONAL SCHOOL OF APPLIED ARTS 'SAINT LUCIA'**

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### WORK EXPERIENCE

- Freelance FEB 2024 - NOW

#### PRODUCT DESIGN CONSULTANT

As a Product Design Consultant, I help businesses bridge the gap between user needs and business goals by crafting innovative, user-centric digital experiences. With a proven track record in delivering B2B and B2C solutions, I specialize in end-to-end design processes, from discovery and strategy to high-fidelity designs and usability testing. My approach blends creativity with data-driven insights, ensuring impactful and scalable designs tailored to each client's unique challenges.

**Companies:** [BGhosting.cloud](#), [Bim & More](#)

- Vmware

MAY 2020 - FEB 2024

#### SENIOR PRODUCT DESIGNER

As a Product Designer at VMware, I manage a portion of the customer experience and address their challenges. I work closely with designers, developers, and product managers to efficiently identify and resolve issues for developers while delivering maximum value to customers.

I create prototype proposals and test them with customers to ensure usability and effectiveness. We follow the Clarity Design System across all products to maintain a consistent and seamless user experience, actively involving all designers in the process.

Additionally, I propose improvements to enhance customer satisfaction and user behavior.

**Products:** vSphere 7.5, 8.0, 8.5, vSphere+

- Cobuilder International

MAY 2019 - APR 2020

#### SENIOR PRODUCT DESIGNER UX/UI

In my role, I crafted user-friendly journey experiences within Cobuilder products. As part of a company focused on enhancing design systems, I developed both low- and high-fidelity prototypes and tested them with focus groups.

I analyzed user flows and workflows to propose optimization solutions. Collaborating closely with Developers, QA, and Business Analysts, I contributed to the creation of successful products.

Additionally, I recommended small yet impactful improvements for users and clients and played a key role in designing the onboarding process.

**Products:** Cobuilder Collaborate, Cobuilder Connect

- MTG Group / Netinfo

APR 2016 - MAY 2019

#### SENIOR LEAD UX/UI

I oversaw the monitoring and analysis of online user behavior, ensuring effective management and coordination within the team. My responsibilities included designing and structuring web and mobile company portals and apps while leading the UX/Design team, with a strong focus on enhancing the consumer experience in team building.

Additionally, I established a full-stack team comprising UX, design, and HTML expertise, ensuring seamless collaboration across disciplines.

**Websites:** [dariknews.bg](#), [abv.bg](#), [sinoptik.bg](#), [nova.bg](#), [netinfocompany.bg](#), [vbox7.com](#)

**Apps (Android/iOS):** [Sinoptik](#), [DarikNews](#), [ABV Mail](#), [Nova.bg](#)

- Telecomm Austria Group / MobilTel AD

APR 2015 - APR 2016

#### LEAD ONLINE UX/UI

I analyzed online user behavior and coordinated with subcontractors for marketing campaigns. My role included managing technical settings for SAP systems and CMS platforms, as well as designing company websites and mobile portals. I was responsible for all digital assets.

I created new features for our CMS, optimized SEO, managed UX processes and digital advertising. I also developed internet strategies, created promotional pages and designed newsletters to increase engagement.

#### Websites:

[mtel.bg](#), [bob.bg](#), [e-shop.mtel.bg](#), Self-service portal, Internal web-based portal

#### Apps (Android/iOS):

[MyMtel](#), TV Interface IPTV Mtel, and more

- Telecomm Austria Group / MobilTel AD

APR 2011 - APR 2015

#### WEB DESIGN UX/UI LEAD

I designed and organized web and mobile portals, crafted internet campaigns, and managed ads for both internal and external audiences. I actively brainstormed ideas to enhance our online presence and developed promotional pages and e-newsletters.

I was key in revamping branding, website design, and content optimization, ensuring a strong and engaging digital experience. My responsibilities included overseeing major projects like Vodafone Live, managing social media accounts, implementing a new content management system, executing marketing campaigns, and leading webpage maintenance.

Through data analysis, I ensured our digital strategies were effective and aligned with business goals.

#### Websites:

[mtel.bg](#), [bob.bg](#), Mobile Vodafone Live portal, Internal web-based portal

- Telecomm Austria Group / MobilTel AD

APR 2006 - APR 2011

#### LEAD UX/UI INTERNET & INTRANET PORTALS

I revamped the company website, developed key projects like Vodafone Live, and managed social media accounts. I introduced new online standards, organized pitches for digital agencies, and conducted usability tests to enhance the user experience.

#### Websites:

[mtel.net](#), [mobiltel.bg](#), [mtel.bg](#), Mobile Vodafone Live portal, Internal web-based portal

- MobilTel AD

APR 2002 - MAY 2006

#### SENIOR WEB DESIGNER PRODUCT & SERVICES

I managed content development, created promotional pages, and handled banner advertising for both external and internal online users. I developed various concepts to enhance the company's internet presence and digital representation.

#### Websites:

[mtel.net](#), [mobiltel.bg](#), [mtel.bg](#), Internal web-based portal

- MTEL NET

APR 1999 - MAY 2002

#### WEB DESIGN SPECIALIST

I developed various concepts to enhance the company's internet presence and digital representation.

#### Websites:

[mtel.net](#), [mobiltel.bg](#)