



# Neli Paskova

## UX Designer



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## SKILLS

### Design

Persona  
User journey mapping  
Wireframing  
Storyboarding  
Affinity diagram  
User flow  
Site mapping  
Mockups  
Prototyping  
Design system  
User center design

### Research

Interview  
Usability testing  
Competitive analysis  
Statistical analysis  
Survey

### Tools

Figma  
Adobe XD  
Canva  
Photoshop

### Languages

English B2  
Bulgarian Native

### Interests

Psychology  
Personal development  
Digital art  
History of art

## EDUCATION

### Google UX design Certificate - Online

April 2022 - August 2023

Completed rigorous training designed for entry-level job readiness. Topics included UX research fundamentals, inclusive design, wireframes, low and high-fidelity prototypes, and tools like Figma and Adobe XD. Completed hands-on projects and developed portfolio with three projects.

### InteractiveOrb Agency

December 2019 - March 2020

Completed Digital Marketing Program. Topics covered in the program - psychology of sales, building sales funnels, marketing strategies for brand development, working with Google Analytics, planning and creating advertising campaigns, email marketing.

### New Bulgarian University

September 2011 - June 2015

BD Major Specialty Interior Design  
Minor Specialty History of Art

## EXPERIENCE

### Bambina bamboo Ltd - Online merchant

#### April 2020 - present

- Website design and maintenance
- Planning and organization of deliveries of the products
- Managing inventory
- Balancing financial records
- Design of banners and advertising materials
- Marketing campaign planning
- Customer support
- Advertising on Facebook
- Fulfilling and shipping online orders

#### March 2020 - April 2020

Creating website for Bambina bamboo Ltd

Design of the overall look of the website in accordance with the needs and goals of the brand. Building sales funnels for different products using ConvertBuilder software.