



# Iliyana Bozhanina

✉ iliyana.bozhanina@gmail.com    📍 Sofia, Bulgaria    ☎ +359883388021  
📁 Portfolio: [www.iliyanabozhanina.com](http://www.iliyanabozhanina.com)

## About me

Experienced UX Design Lead with a proven record in Enterprise-level innovation. Expert in translating complex technical requirements into intuitive, user-friendly solutions through design thinking and advanced user research methods. Recognised for fostering cross-team collaboration and driving business success. Passionate about pushing the boundaries of UX design to achieve excellence and innovation

## Employment

### Senior Product Designer

Dec 2023 - Present

[Broadcom Inc](#)

Shaping the Infrastructure-as-a-Service (IaaS) Platform experience for VMware Cloud Foundation (VCF), a \$10 billion annual revenue generator. Design focus on a unified platform that seamlessly supports virtual infrastructure admins within data center environments, providing a cloud-like experience with self-service access and integration of diverse services.

- **Recognized leader:** Demographics and Operations Lead for UX research at VMware Explore, VMware's annual user conference with over 8000+ attendees.

### Product Designer

Jan 2021 - Nov 2023

[VMware Inc., Sofia, Bulgaria](#)

Design Lead Across Multiple Platforms, spearheading the design for key software products, including Lifecycle Management, Data Analytics, and Customer Success platforms. Coordinate and lead research, complex designs, usability testing in iterative design, and manage partnerships to ensure cross-functional partners have what they need to be successful while keeping user experience as a top priority.

- **Award-Winning Impact:** Honoured with an Achieve "At Our Best" award for co-leading the "Design with Us" Journey user research initiative at VMware Explore Barcelona 2022, which was highlighted in the CTO's blog. Participant feedback was over 94%, the highest in VMware Design history to date.
- **Recognized leader:** Only P3 identified as a Special Interest Group (SIG) leader. Currently engaging over 50 designers from multiple BUs in the "Optimizing UX Research & Testing" SIG.
- **Valued Collaborator:** Received 3 "At our Best" from cross-functional partners, as a recognition of collaboration, design leadership and user experience impact.
- **Process Innovator:** Developed a unified Design process adopted by design team to promote consistency among the design members and to provide clarity for cross-functional collaboration.
- **Measurable Impact:** Led UX design for the internal LCM platform, launching BOSS Director, which improved workflow by reducing tool usage 80% and significantly improved the Release management experience.

### Service Designer

Dec 2015 - Dec 2018

[HP Inc., Sofia, Bulgaria](#)

Design Lead overseeing five crucial global accounts, responsible for crafting comprehensive solutions aligned with customer's business and technical specifications. Acknowledged for conducting exemplary user research to understand customer's requirements and address challenges within their printing environment.

- **Measurable Impact:** Established and maintained five key global accounts across EMEA over the period of two years, achieving Total Contact Value (TCV) of \$23MM
- **Recognised Subject Matter Expert:** Became key SME in preparing business cases that showcase HP customers' cost savings and fleet optimisation.

## **Sales Executive**

Jul 2014 - Mar 2015

Dara Advertising., Sofia, Bulgaria

Sales Executive with a proven track record of effectively navigating multiple opportunities through the sales cycle simultaneously, from lead generation to successful closure. Adept at translating intricate technology features into tailored business solutions, ensuring clear communication and understanding at various audience levels. Demonstrated ability to drive revenue growth by aligning product offerings with client needs and effectively conveying value propositions.

---

## Education

### **Professional Program - User Experience Design**

University of California, Berkeley, San Francisco, California, USA

### **Bachelor of Arts - Marketing**

University of National and World Economy, Sofia, Bulgaria

---

## Certificates

### **UX Certificate - UX Management**

Nielsen Norman Group - [Credential ID 1064615](#)

### **UX Certificate - Interaction Design**

Nielsen Norman Group - [Credential ID 1064615](#)

### **Certified Practitioner of Human-Centred Design**

LUMA Institute