



Iliyana Bozhanina

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📍 Sofia, Bulgaria

About me

Experienced UX Design Leader 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

Product Designer

Jan 2021 - Present

VMware Inc., Sofia, Bulgaria

- Led design across diverse platforms: Lifecycle Management, Data Analytics, and Customer Success
- Coordinated research, complex designs, and usability testing with a focus on user experience
- Recognised with an Achieve "At Our Best" award for co-leading the "Design with Us" Journey initiative at VMware Explore Barcelona 2022
- Acknowledged as a leader in the "Optimizing UX Research & Testing" Special Interest Group, engaging over 50 designers
- Received three "At Our Best" awards for collaboration, design leadership, and user experience impact
- Innovated a unified design process for consistency and clarity in cross-functional collaboration
- Achieved measurable impact by leading UX design for the internal LCM platform, launching BOSS Director, reducing tool usage by 80%, and significantly improving Release Management

Service Designer

Dec 2015 - Dec 2018

HP Inc., Sofia, Bulgaria

- Design Lead for five global accounts, crafting comprehensive solutions aligned with customer needs
- Achieved a Total Contract Value (TCV) of \$23 million over two years for established accounts
- Recognized as a Subject Matter Expert in showcasing cost savings and fleet optimization for HP customers

Sales Executive

Jul 2014 - Mar 2015

Dara Advertising., Sofia, Bulgaria

- Proven sales executive adept at managing multiple opportunities from lead to closure
- Translates tech features into tailored solutions for clear communication
- Drives revenue growth by aligning products with client needs
- Expert in aligning business strategies for mutually beneficial outcomes

Personal Details

Nationality

Bulgarian

Website

www.iliyanabozhanina.com

LinkedIn

[/in/iliyana-bozhanina](https://www.linkedin.com/in/iliyana-bozhanina)

Skills

Design Leadership

Product Strategy

Design Process

Generative Research

Usability Testing

Enterprise Design

Interaction Design

High-Fidelity Prototypes

Mockups

Wireframes

User Journeys

Compliance Reporting Tools

Lifecycle Management

Platforms

Customer Success Platforms

Languages

Bulgarian

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English

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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

References

References available upon request