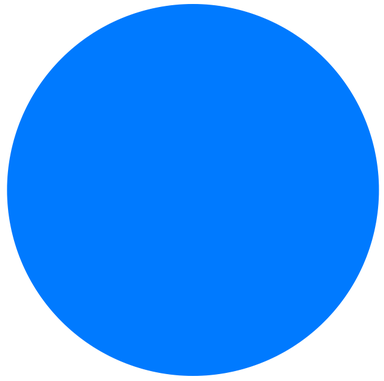
Selected Works

Digital Experiences





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Profile



Hey, I’m Petar.
A digital product & brand designer from Sofia, Bulgaria.

I’m a multi-disciplinary designer and I have been recently working at Secure Group as a “Jack of all trades” — view my LinkedIn Profile or next page.

I work with forward-thinking people and innovation-driven companies to develop digital products by leading the creative process of reaching the solution where business goals meet user needs.

I specialise in building digital experiences and creating memorable & impactful brands. I’m working as a creative across UX/UI Design, Website & Brand Identity Design, and I’m constantly exploring new opportunities.

Expertise

Areas

Mobile Apps
SaaS Products
Web Apps
Product Pages

Design

UX/UI Design
Art Direction
Brand Identity
Visual Design

Education

New Bulgarian University

Master - Interior design

Sofia, Bulgaria
September 2010 - May 2011

VSU Chernorizets Hrabar

Bachelor - Spatial design

Varna, Bulgaria
September 2004 - May 2009

Key Attributes

A hard-working, ambitious creative designer with strong problem solving skills and a methodical, detail oriented approach to all areas of work.

Excellent communication skills with the ability to collaborate, lead or work within a team and present concepts to clients confidently and professionally.

Proven ability to work at a high standard, under pressure and to tight deadlines.

Fluent in adobe creative suite including Illustrator, InDesign, After Effects, Photoshop and XD.

Experienced with traditional and digital print processes, bindings and finishes.

Experienced in wire-framing, prototyping and designing responsive and modular websites, with knowledge of wordpress and html/css.

Total

Over 12 years of experience as a design professional.

In-house — over 8 years
Freelancer — Since 2011

Experience

Creative Director — Secure Group

March 2020 — December 2021

I lead the creative direction and helped build the brand strategies and visual identities for multiple and ever-growing WL brands and partner companies and the main Secure Group brand and website. A vast network that spans across five continents to help in the fight to keep the world's most valuable resource – data, safe.

UI/UX, Product Design Lead — Secure Group

September 2015 — March 2020

I worked on 100+ mobile OS and app features. New apps from scratch, re-design of integrated open-source projects, merging apps for functionality and usability improvements.
I owned the process from idea to ready for implementation. Design Thinking practitioner. Workin in fast pace agile and SCRUM frameworks UX/UI design and handoff for development on the following ongoing in-house projects:

- Secure OS – Custom-built version of Android with a suite of productivity and security apps and features.
- Secure Communication Suite – Encrypted PGP Email, PGP Messaging, P2P Chat, Voice calls, and file storage Vault apps.
- Secure Administration System – A platform for granular control of encrypted mobile devices- Secure Phones
- Secure Manager – A custom-built CRM for WL network of partners.

I produced the UI assets and specifications ready for development and implementation by the mobile development team. I created multiple visual identity iterations throughout the product lifecycles. I was also for a short period a mentor and team lead for a junior UX/UI designer.

I mentored and guided multiple graphic UI/UX, brand identity, and web designers that came to work for Secure Group during the last 5 years. Created design systems, processes and internal design convention, collaboration structure. I created the hiring criteria and interview process for the design team and I conducted dozens of interviews and took part in hiring 8 designers to join the design team. I collaborated with other designers to design graphic murals for the office space.

View full resume here

Selected Works

Mobile Device Manager

Redesign SaaS UI/UX

2FA | Secure Client Management System

Mobile & SaaS UI/UX

Quest

Mobile UI/UX & Identity

Lunar Network

Mobile UI/UX, Website & Identity

Moon Chat & Vault

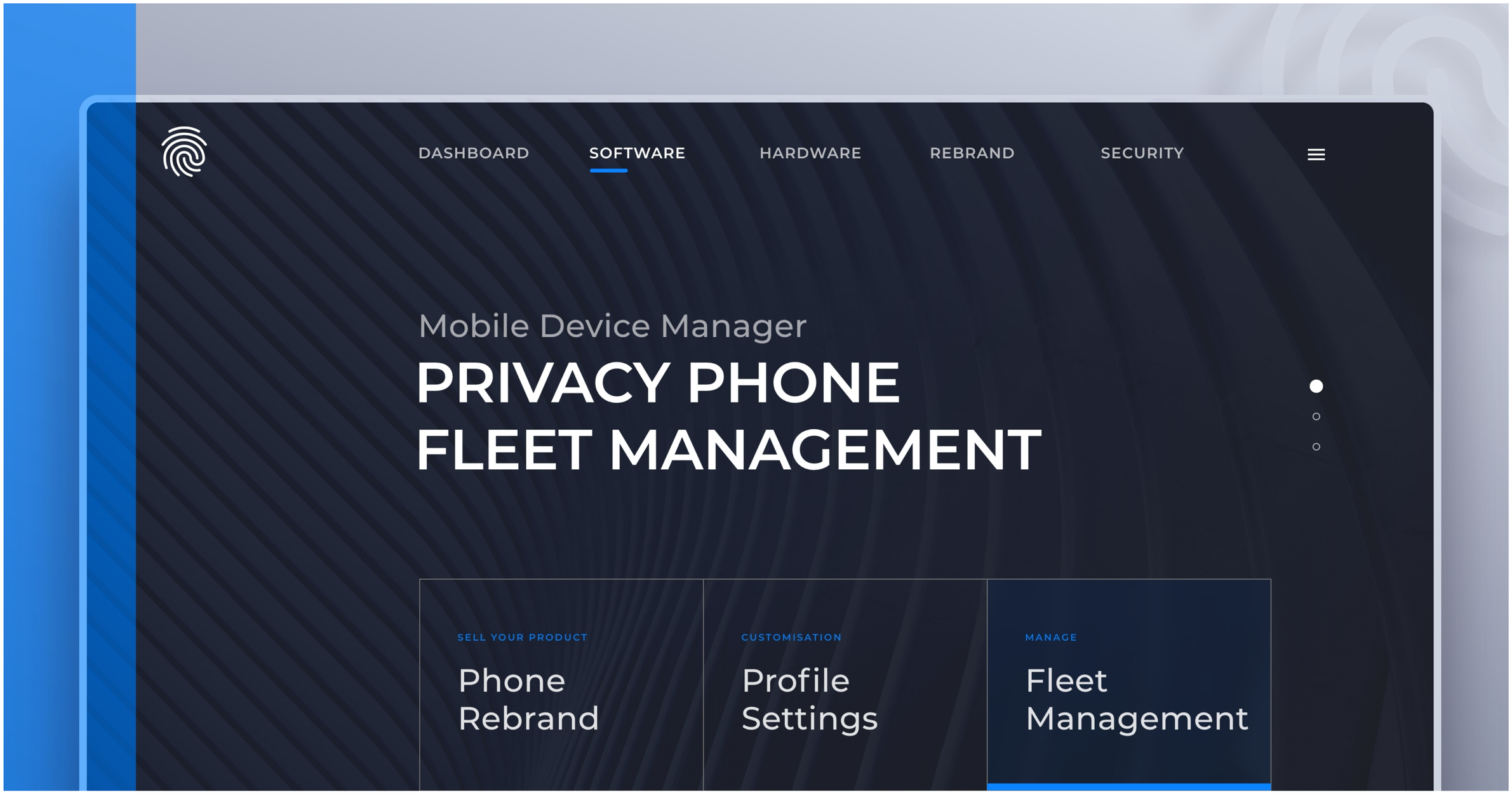
Mobile UI/UX & Identity

The Good Phone Foundation

Website & Identity

Mobile Device Manager

Heuristic evaluation and redesign for existing mobile device management system. Improving UX and modernising the UI.



Contribution

I lead the heuristic evaluation, problems definitions, information architecture changes and facilitated a new user story mapping workshop. I sketched possible solutions and built low and high-fidelity prototypes. Explored UI look & feel directions. Delivered improved UX and modernized UI concept.

Scope

Heuristic Evaluation
Problem Framing Workshop
User Story Mapping Workshop
New Information Architecture
Competitive Research
User Experience
Low & High-fidelity Prototypes
Look & Feel UI Explorations
UI Kit & Guidelines
Development Hand-off

Design Rational

Project overview:
The MDM platform is a mobile device management system, part of the Secure Group product offering, designed to remotely control every detail of a single or a fleet of Secure Phone devices. From the hardware components and operating system to the features of every installed app. Everything is related to the privacy and security of the data stored on the phone and exchanged in the communication ecosystem.

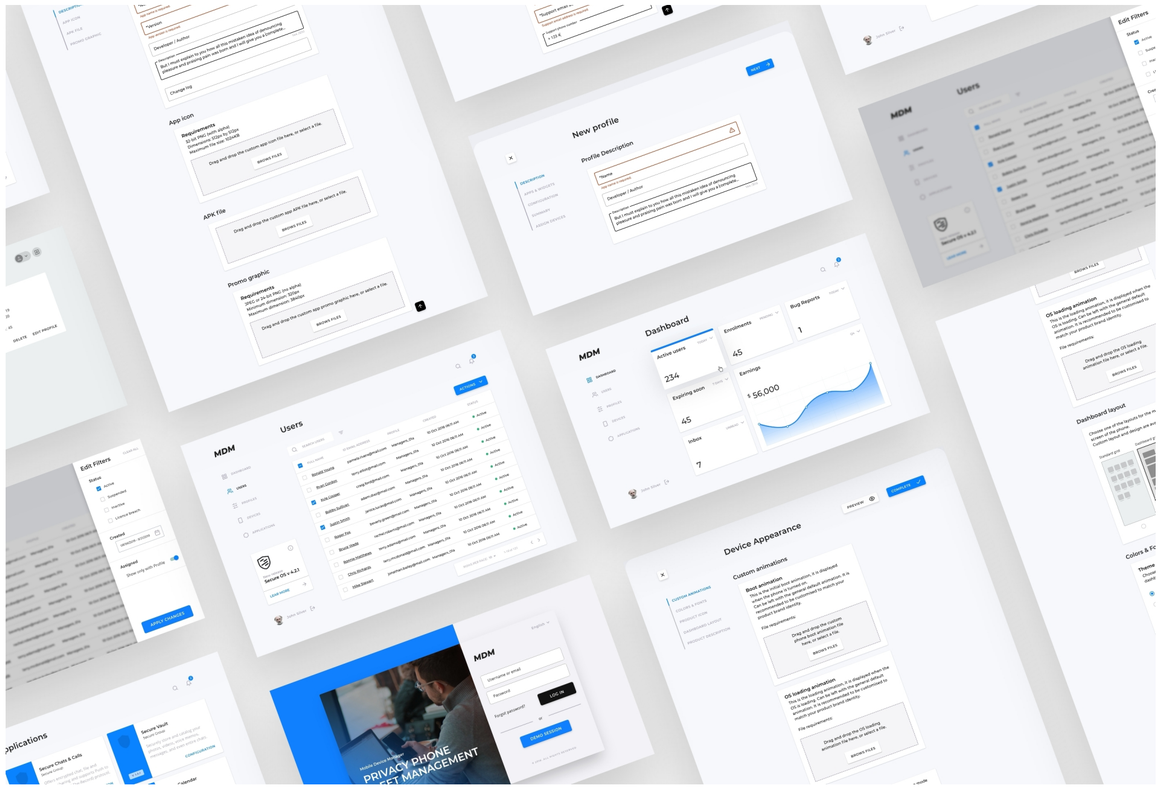
Solution statement:
Out solutions to rebuild the system as no brainier, step-by-step guide to managing a fleet of secure devices (Dummy proofed). Not like the current solution - the current admin system that we are not offering to our clients, and manage ourselves on their behalf because it is “easier” than teaching them to do it. The difference would be that the new system will easily, hassle-free, be manageable by distributors and resellers, and self-hosted corporate clients in the face of their tech admins.

Goals:
Allow us to truly sell a self-hosted solution, which will make our value proposition: real and valid. Truly a self-hosted and self-managed solution, bringing on the need for control and a sense of privacy and security.

The admins with access will easily make changes, customization. Would be able to faster answer their end-user needs, fast-changing of configurations in case of urgency/ emergency. Unlike waiting for us to deliver on their requests.

Saving us the time we spend on manual work on random “lazy” client requests. Allowing us to use our resources and focus on our business needs and goals.

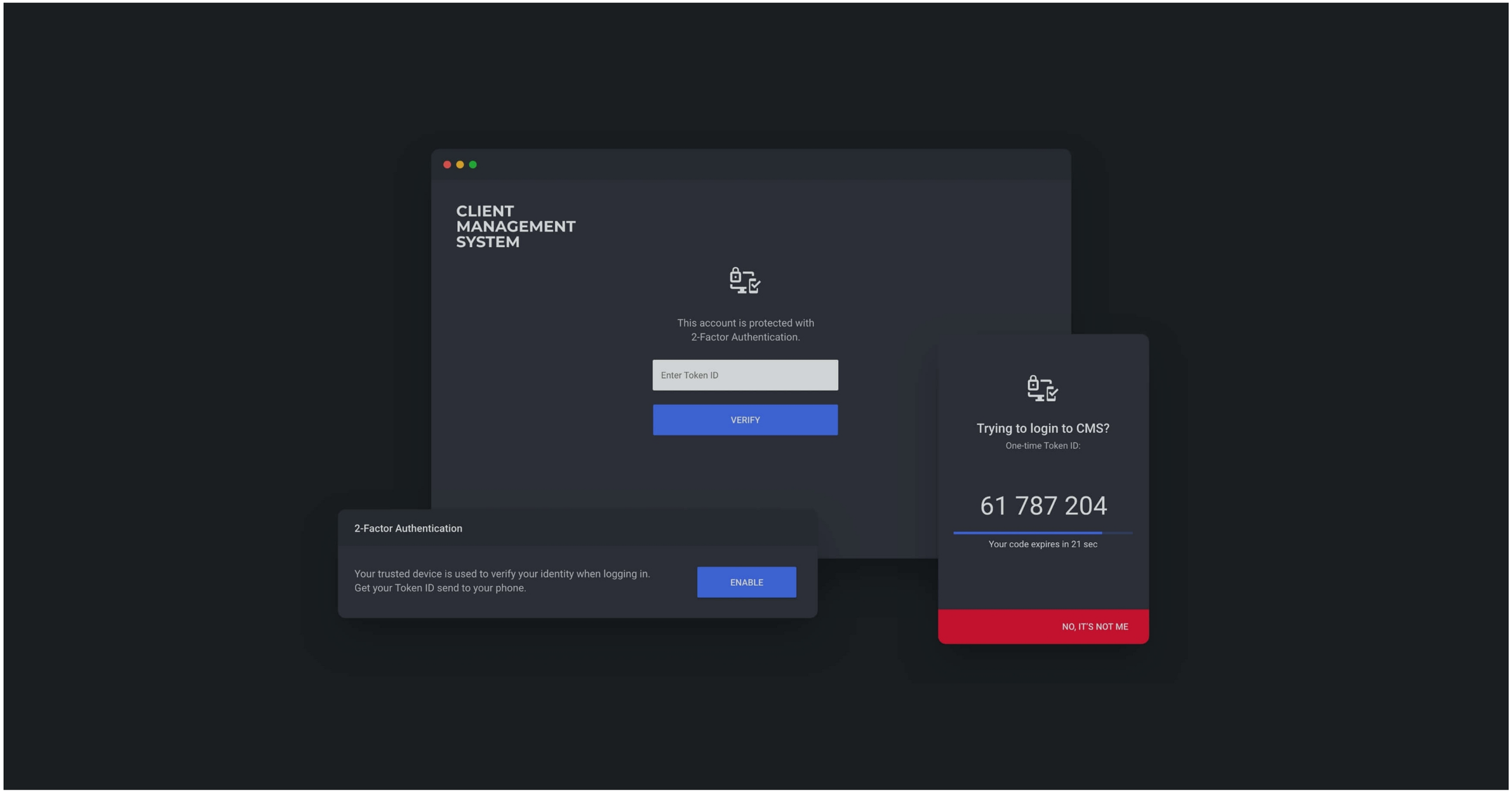
Outcomes we were looking for:
(1) All of our clients manage their customers/accounts and policies/profiles themselves we can only help and support. (2) New clients get to know and adopt the new self-explanatory panel in a day. (3) Creating a new customized profile and assigning it to one user/account or a group of users is done on average 10 minutes.



See full case study in Behance

2FA | Secure Client Management System

Designed the user flows and interactions for the integration of a mobile 2FA functionality into a Secure Client Management System



Contribution

Designed a 2FA mobile app that was bundled into the Secure Phone device app suite and the complete user journey for authentication on the Secure Client Management System.

Scope

2FA Tech Discovert
Competitive Research
Dependency Mapping
Feature Kickoff
User Flows
Feature Discovery
Passwordlles Mobile App UI/UX
Verification code In-app 2FA UI/UX
Web Authentication UI/UX

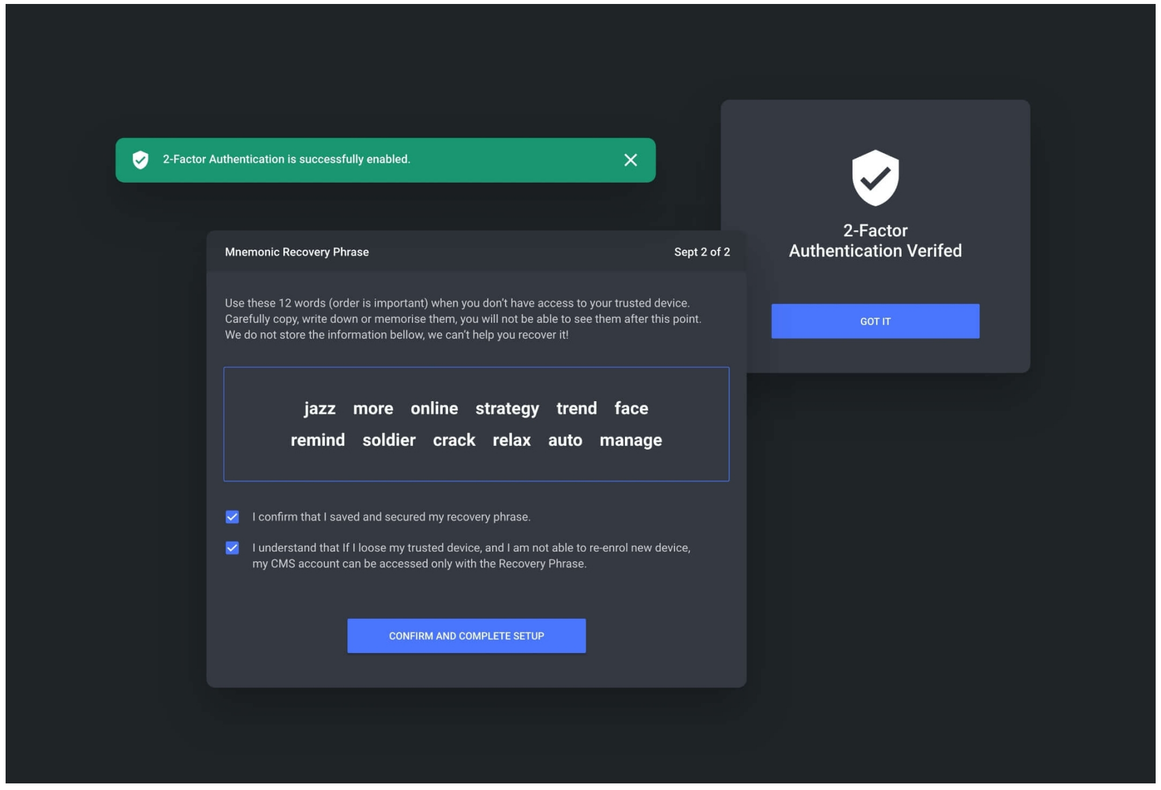
Design Rational

Project overview:
For the company and all distributor partners of Secure Group, with the ever-increasing customer base and product popularity, it was must have to add an additional layer of security. The challenge was to discover the most secure, appropriate, and user-friendly solution and design a seamless experience for all the users.

The Problem:
The two-factor authentication addresses multiple threats like Stolen Passwords, Phishing Attempts, Social Engineering, Brute-Force Attacks, Broken Logic, Key Logging.

My role:
My initial contribution started with technical and competitive research of existing and ready to implement two-factor authentication solutions. I distilled and synthesized research insights that informed our design and business development decisions. I created low-fidelity prototypes for multiple possible solutions for further usability testing and idea validation. My contribution continued with design, development hand-off, quality assurance, and further 30 day in-app analytic and customer interviews to make sure the solution value was exceeded.

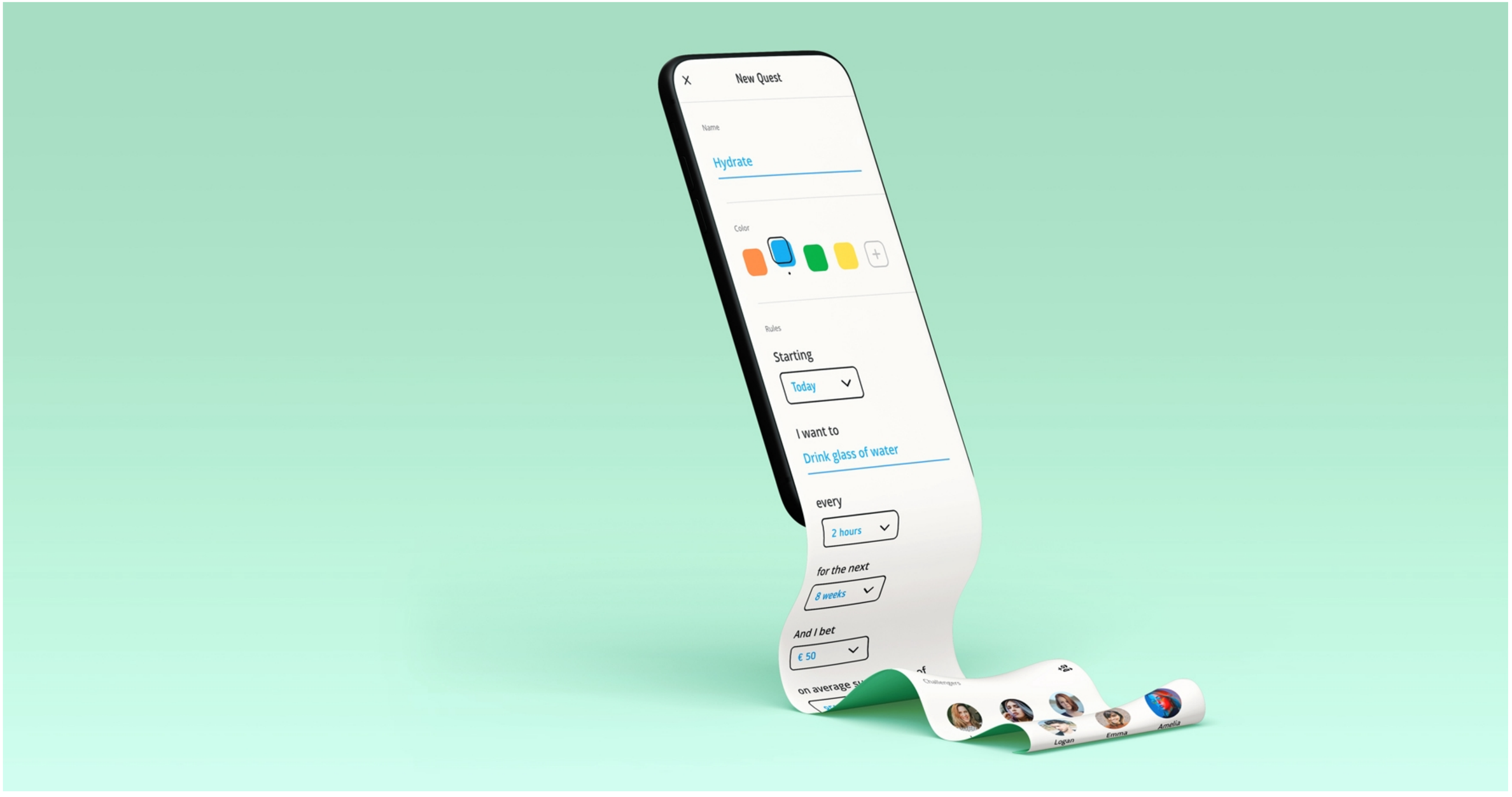
Outcomes:
The team discovered the most appropriate implementation for our product and customers, by finding the balance between usability, seamless user experience, and security. In the final stage, I made the development hand-off with a high-fidelity prototype, UI guidelines, and assets.



See case study in petarparushev.com

Quest

Designed the UI/UX & visual brand identity for habit tracker mobile app focused on helping people create new good and get rid of old bad habits.



Contribution

I designed the mobile app from the ideation to delivery while completing the UX Crash Course in SoftUni, BG in November 2015.

I conducted interviews, competitive analysis, user story mapping, user journey and flow, storyboards, paper sketching and digital wire-framing, high-fidelity prototyping.

Scope

User Research
User Journey
User Story Mapping
User Flows
Competitive Analysis
Information Architecture
Low-fidelity Prototyping
Usability Testing
Visual Identity
Mobile UI
High-fidelity Prototyping

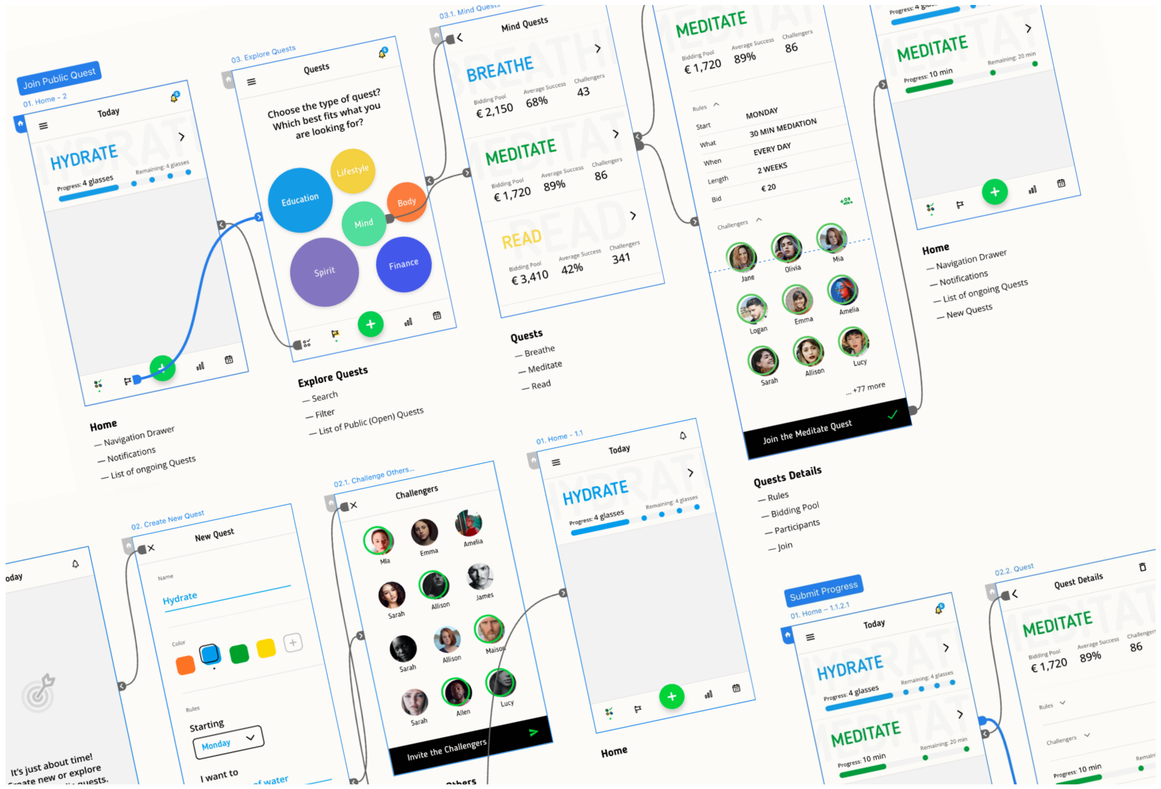
Design Rational

App overview:
Quest is a habit tracker app designed to help build good habits by allowing the user to bet on completion of a quest for herself, her buddies and join public quests for building good habits and support honourable causes.

The Problem:
Self-improvement seekers have a hard time forming and keep practicing good habits. Lose focus and concentration faster and do not have patience and grit. Easily give up.

Solution Space:
Habits and concentration are walking hand in hand. To help the user develop new habits, the app needs to guide them through commitment and focus on a goal and constant reminder what is on stake. Educating them on what matters.
— Learn more practical advice on how to develop new habits
— Understand and admit your weak points, learn to improve.
— Create, concentrate and maintain good habits.
— Give back to the community and help others.
— Stop bad habits, change them for good ones.

Screens & Visuals:
What I focused in this design stage is reducing the efforts for the user - both cognitive and physical to reach their goal. Starting with minimising the need for typing, the way and the variety of data that needs to be added as an input.



See full case study in Behance

Lunar Network

Designed mobile apps, e-commerce & product websites & visual brand identity for decentralised encrypted communication network.



Contribution

From ideation to delivery, I was the only designer on the project.

I designed the website for the newly established foundation. My involvement started from initial brief provided by the PM, lasted a month and half, after which I deliver brand identity, website design, OS and Communication suite of App artefacts hand-off for development. Print and digital marketing materials.

Scope

User Research
User Story Mapping
User Flows
Competitive Analysis
Information Architecture
Low-fidelity Prototyping
Iconography
Illustrations
Brand Visual Guidelines
E-commerce Website
Web Interactions & Animation
Marketing & Packaging Materials

Design Rational

Project overview:
The Lunar Network competes in the growing Encryption Software Market, which in 2021 was a USD 9.8 billion value market and estimated to grow to USD 20.1 billion by 2025.

The Lunar Network is a distributed communication network running on privately owned and managed Lunar nodes. The network is open to Outer Rim networks and connected to them via Gateway protocols (XMPP, PGP).

The Challenge:
Create a B2C product ecosystem and supporting infrastructure, plus a sustainable business model to empower people to make a stand for their inherent human right to privacy.

The main goal was to make secure communication devices more accessible to consumers while keeping privacy front of mind - creating purpose-based solutions that provide users with transparency, choice and control. That also runs on decentralised net of privately owned communication nodes.

The main design challenge was to tighten everything up into one coherent, visual cohesive ecosystem, a consistent and smooth, delightful experience.

Solution Space:
A visual language that introduces and welcomes non-tech savvy people and represent the complex ecosystem to anyone in understandable matter. Designed for privacy and appeal and create community vibe based on 4 pillars - Ethical Technology, Privacy Protection, Advanced Security, Digital Wellbeing.



See full case study in Behance

Lunar Phone, Moon Chat & Vault Apps

Design the custom launcher theme, UI Kit of the OS and the mobile app suite bundled with the device.



Contribution

As a UI/UX designer, I have closely collaborated with a Project Managers and Product Owners and led the creative workflow in a user-centered design process. The design and brand strategy workshops I facilitated helped us think beyond the status quo and strengthen our design vision. It was a 2 weeks project but we still managed to design unique experience.

Scope

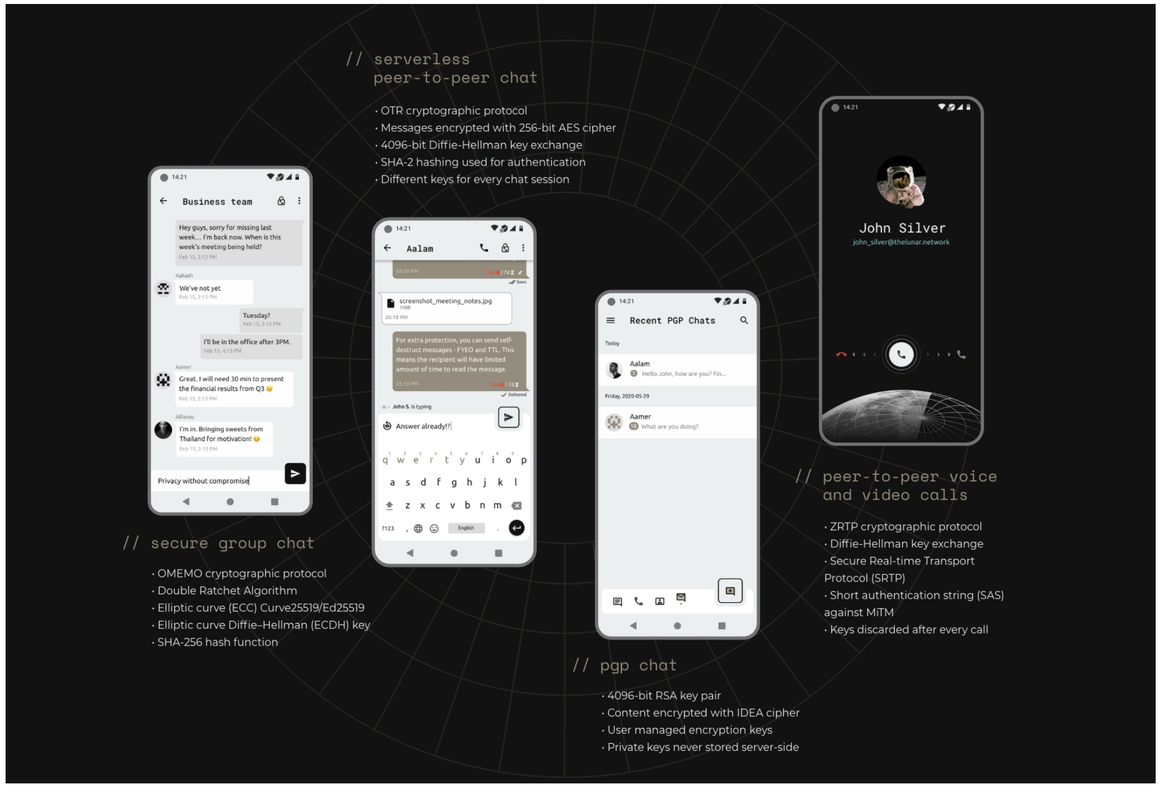
User Flows
Low-fidelity Prototyping
Mobile UI/UX
Custom Launcher Theme
Product App Icon
UI Kit & Iconography
Usability Test & Survey

Design Rational

Project overview:
The Lunar Phone is part of the Lunar Network project that aims to create a decentralized encrypted communication network, independent from Big Tech and run by the community. The project goal was to design a device, custom OS, and communication suite of app part of the vast ecosystem of the Network.

The Challenge:
The main goal was to make secure communication devices more accessible to consumers while keeping privacy front of mind - creating purpose-based solutions that provide users with transparency, choice, and control. That also runs on a decentralized network of privately owned communication nodes.

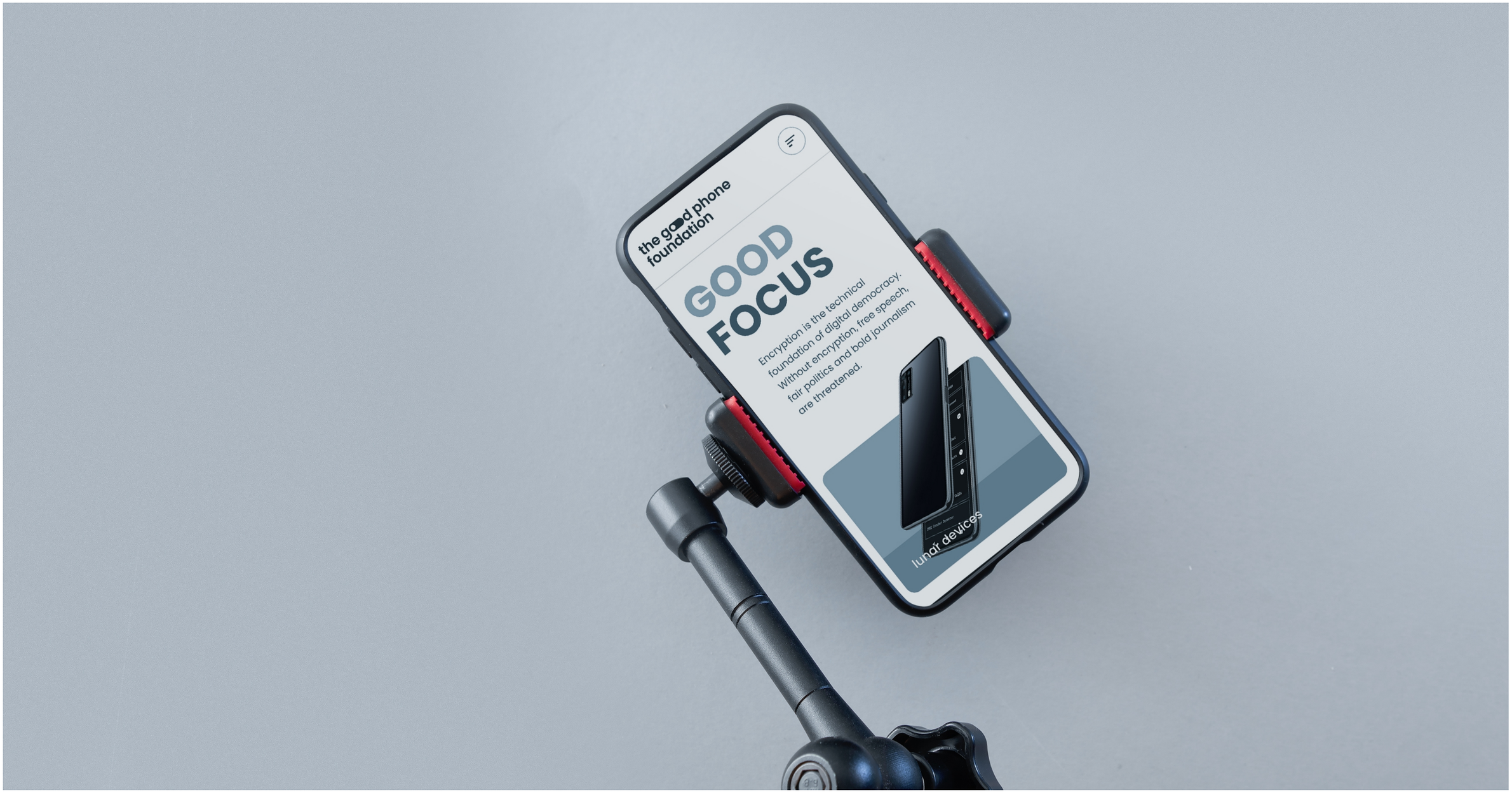
Outcomes
This project helped The Lunar Network project further complete the mission. Everything was distilled into a hi-fi prototype for developer hand-off and a showcase to secure and private communication. As a UI/UX designer passionate about the user-centered design process, it meant a lot to me to be able to contribute to a project with large-scale social benefit for the mass-market product, empowering people that want to stand up for their inherent right to privacy.



See full case study in Behance

The Good Phone Foundation

Designed website & visual brand identity for a foundation with a mission to educate and liberate people’s communication from the Big Tech.



Contribution

I designed the website for the newly established foundation. My involvement started from initial business model canvas validation, from the initial ideation and user & competitive research all the way to leading the design process to deliver complete website design.

Scope

User Research
Competitive Research
User Personas
Core Pages
Sitemap
Wire-framing
Low-fidelity Prototyping
Iconography
Logo & Visual Identity
Full Responsive Website

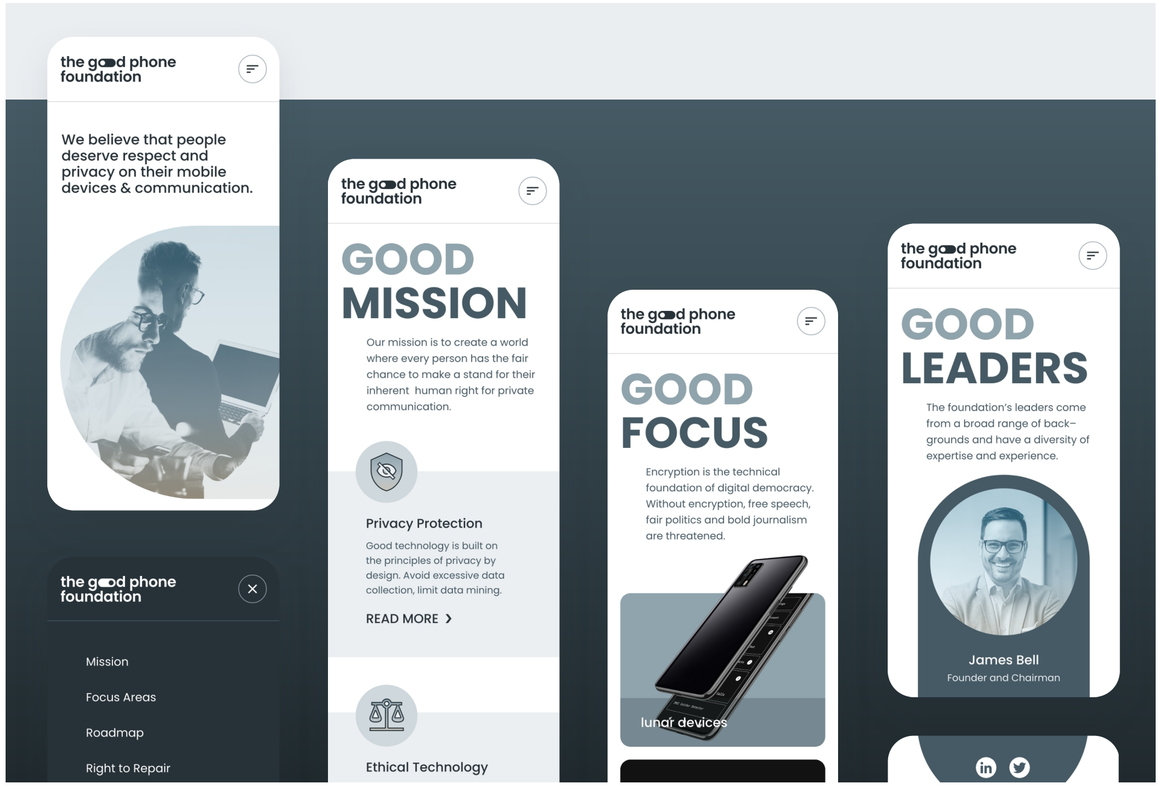
Design Rational

Project overview:
The Good Phone Foundation is an aftermath of collaboration between a technology leader in privacy communication technologies and a university of information technologies. Building upon four pillars: Ethical Technology, Privacy Protection, Advanced Security, and Digital Wellbeing, the main focus areas of the foundation are the development of mobile devices, a mobile operating system, and an open-source encryption communication protocol that powers a global encrypted communication network.

The business need:
As a business looking for growth in a highly competitive market, The Good Phone Foundation needed a brand that could support its mission and ambitious future of building trusted privacy-oriented mobile solutions for consumers.

Visual identity design:
The chosen design incorporates the toggle button in the word “good” and implies the idea of mobile technology and control. Control the foundation is aiming to give back to the people - their inherent human right to privacy. I created an additional flag system to represent each one of the main focus areas and collateral mockup examples for future brand and asset implementations. Everything was wrapped in a brand visual identity guideline book.

Website design:
For the website, the idea was to create one simple web page that shows all of the focus areas of the foundation, an overview of the planned roadmap, and the leadership team. Additional links to community forums, product pages, and knowledge base lead the user to understand the security risks that threaten the entire digital ecosystem, build awareness and show strong alternatives on the market to counteract the big tech domination.



See full case study in Behance

PETAR PARUSHEV™

Let’s **connect**, **collaborate** & **create** something worth sharing.

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Thank you!

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