Petar M. Parushev

Product Designer

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Experinece

Creative Director
Secure Group

Sofia, Bulgaria
Mar 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.

Product Designer
Secure Group

Sofia, Bulgaria
Sep 2016 – Mar 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.

UI Designer
Secure Group

Sofia, Bulgaria
Sep 2016 – Feb 2020

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.

Design Lead
Secure Group

Sofia, Bulgaria
September 2015 - December 2021

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.

Professional Freelancer

Mainly USA based clients
March 2011 - September 2015

5 star rated freelance graphic and UI designer at PeoplePerHour.com, 99designs.com, Freelancer.com, Studio.Envato.com, Elance.com, Fiverr.com; I worked on contract projects with dozen of individual entrepreneurs and small to medium businesses to design mobile apps, app icons, App Store assets, WordPress websites, logos, brand identities, collateral, and marketing materials.

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

Skills

Interaction Design
User Research & Testing
Information Architecture
UI & Brand Design
Rapid Prototyping
Conept Sketching
Storyboarding
Wireframing

Tools

Adobe XD
Sketch
overflow
Sigma
After Effects
Principle
Photoshop
Illustrator
InDesign
HTML
CSS
Wordpress
Framer
3Ds Max
Blender

Work I love to do

- Enjoy developing and integrating business goals into design and product decisions;
- Love participating in the entire design process;
- Have deep knowledge in design and a solid understanding of business;
- Analyze complex data to synthesize designs that satisfy business goals and user needs.
- Dual Track - Design Sprint a shortcut to learning that generates research, insights, a design thinking that later fuels Lean UX + Agile Production
- Business Model Canvas

Process & Capabilities

01. THINK - Discover, Understand, Empathise, Kick-off

Strategise

- Competitive analysis
- Stakeholder interviews
- Problem framing
- Value Proposition workshop
- Ecosystem map
- Mood boards
- Story boards

Research

- Surveys
- Content audit
- User interviews
- Card sorting
- Heuristic review
- A/B testing

Analysis

- Persona and/or Jobs-To-Be-Done
- Customer journey mapping workshop
- Empathy mapping workshop
- Scenarios
- Mental models
- Use cases
- User flow
- User testing analysis

02. Ready to MAKE it - Ideate, Prototype and Validatie (Test)

Ideation and Design

- Internal Press Release exercise
- Brainstorm solutions - Impact vs Effort workshop
- “How Might We” workshop
- Collaborative design workshop - Crazy Eights exercise
- User story mapping
- User flows
- Building information architecture, sketching and wireframing
- Look and feel, mood boards, branding
- Decide and commit workshop

Rapid Prototyping and Validation

- Low-fidelity Prototyping
- User testing
- User testing analysis

03. ITERATE ...

... as many times as needed to have strong clues for value match, market fit, between user needs and business goals.

04. Ready to IMPLEMENT

- High-fidelity prototyping
- Design systems
- User interface and icongraphy, illustrations and interactions
- Designer-Developer hand-off
- Quality assurance on UI/UX
- Further user testing
- In-App Behavior - Event Tracking

05. Do it all over again

Causes I care about

Health, Education, FinTech, Science & Technology, Mobility & Transportation

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

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