Iliyana Bozhanina

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Work History

2016-02 - 2019-01

Service Designer - *Hewlett-Packard*

- Designed end to end solution to meet the customer's business and technical requirements.
- Conducted user research to identify customer's business and technical needs and challenges related to their printing environment.
- Became subject matter expert in preparing business cases, which showcased cost savings and fleet optimization.
- Established and maintained five key global accounts over the period of two years, achieving Total Contract Value (TCV) of $23MM

2014-07 - 2015-03

Sales Executive - *Dara Advertising*

- Effectively moved multiple opportunities through the sales cycle simultaneously, from lead generation to close.
- Successfully translated technology features into business solutions at the appropriate level for each audience.

Education

2019-09 - 2020-08

UC Berkeley Extension – San Francisco, CA
Professional Program - User Experience Design

Relevant Coursework: Diagramming and Prototyping, User Research for UX, HTML5 and CSS3, Content Strategy, UI Design, Information Architecture, Visual Design Principles, Design Thinking and UX Strategy, Illustrator

2011-09 - 2015-05

University of National and World Economy – Sofia, Bulgaria
Bachelor of Arts – Marketing

Relevant Coursework: Consumer Behavior, Business Analysis and Forecast, Project Management

www.iliyanabozhanina.com | /in/iliyana-bozhanina/

Skills

Design

Prototyping

Wireframing

User Flows

Persona

Storyboarding

Interaction Design

Journey mapping

Research

Competitor Analysis

Usability Testing

Affinity Mapping

Stakeholders Interview

User Interview

Heuristic evaluations

Tools

Adobe XD

Sketch

InVision

Figma

Others

Project Management

Business Strategy

Marketing