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Skills

UX Design
UI Design
Interaction Design
AI Prototyping
Design Systems
User Testing
Usability Testing
Information Architecture
System Thinking
Stakeholder Management
Workshop Facilitation
Data Interpretation
Prompt Architecture

Tools

Figma
Miro
Cursor AI
Claude.ai
Perplexity
Midjourney
Sketch
Axure
Adobe Creative Cloud
Jira
Confluence

Selected Clients

Deutsche Bank
AirPlus
Mercedes-Benz
Nike
Lufthansa
Fiat
ESPN
Hyundai
Opel
Panasonic
Heiniken

TZVETAN KOSTOV – Senior UX/UI Product Designer

Prototyping · Design Systems · Information Architecture · User Testing · System Thinking

Senior UX/UI Product Designer with 18+ years of experience in digital products, B2B systems, and complex workflows. Expert in prototyping, information architecture, and user testing, with strong focus on interaction design and design systems. Experienced in stakeholder collaboration, system thinking, and AI-driven design workflows.

Professional Experience

Senior UX/UI Product Designer – Freelance

Selected Client Projects, Germany | 2024 – Present

Designed UI and prototypes for web and product applications
Defined information architecture and user flows
Conducted user testing and UX improvements

Senior UX/UI Product Designer – Freelance

AirPlus, Frankfurt am Main, DE | 2022 - 2024

Designed and scaled design systems for complex B2B platforms
Built prototypes in Figma to validate interaction design and workflows
Conducted user testing and aligned UX decisions with stakeholders

Senior UX/UI Product Designer – Freelance

DVAG, Frankfurt am Main, DE | 2021 - 2022

Designed UX concepts and interaction flows for financial applications
Developed information architecture and structured user journeys
Conducted usability testing to improve product performance

UX/UI Product Designer – Freelance

Deutsche Bank, Frankfurt am Main, DE | 2016 - 2020

Designed UX systems for complex financial products and workflows
Built prototypes to validate interaction design and system behavior
Conducted user testing and collaborated with stakeholders

UX/UI Product Designer – Freelance

Yello Strom, Colone, DE | 2015 - 2016

Designed mobile UX and prototypes for customer self-service applications
Defined information architecture and interaction patterns
Improved usability through testing and iterative UX improvements

Senior Art Director – Freelance

MRM, Frankfurt am Main, DE | 2015 - 2015

Delivered UX/UI design and interaction concepts for digital platforms
Built prototypes and supported large-scale digital experiences

Senior Art Director

SapientNitro, Cologne, DE | 2014 - 2014

Developed UX/UI concepts and interaction design for global clients
Built prototypes and design systems for large digital platforms

Senior Art Director

Scholz & Volkmer, Wiesbaden, DE | 2011 - 2013

Designed UX, UI, and interaction design for digital campaigns and platforms

Senior Designer

AKQA, London, UK and Washington DC, USA | 2006 - 2010

Designed digital and print campaigns for Broadway productions
Developed visual systems and creative concepts for large audiences

Methods

User Testing
Design Thinking
Agile / Scrum
Workshop Facilitation

Languages

German (Business fluent)
English (Business fluent)
Bulgarian (Mother tongue)

Freelance Designer

SpotCo, NYC, USA | 2005 - 2006

Designed digital and print campaigns for Broadway productions
Developed visual systems and creative concepts for large audiences

Education

City University of New York — NYC, USA | 2001-2006

Communication Design

Certifications

User Centered Design
Interaction Design Psychology
Information Visualization

Awards

Red Dot Award (Software Interfaces & Usability)
Cannes Lions — Bronze
One Show Interactive — Merit
London International Award — Silver