

## Design leader · Fintech · Freelance, fractional & remote

Product Strategy · UX · Design Leadership · Product Quality · DesignOps · AI-enabled Practice

### PROFILE

Product design leader with 10+ years in fintech and digital products, including seven years at Paysafe across Skrill, Neteller, PaysafeCard and PaysafeCash. I've led a blended team of up to eight, consolidated four design systems into one, taken three brands through a rebrand reaching 10M+ users, and built AI tools into the team's everyday practice. Open to fully remote Senior Design Manager roles, and to freelance, fractional and interim work.

### KEY PROOF

|               |                     |                         |                       |                        |               |
|---------------|---------------------|-------------------------|-----------------------|------------------------|---------------|
| 10M+          | Up to 8             | 50+                     | 4 → 1                 | +13%                   | 146K+         |
| Rebrand reach | Blended design team | Initiatives handed over | Shared design systems | Wallet exchange volume | NPS responses |

## Paysafe

7 years · Consumer fintech · Skrill · NETELLER · PaysafeCard · PaysafeCash

### SENIOR MANAGER, PRODUCT DESIGN

April – August 2026 · Sofia, Bulgaria

- Led consumer product design across Paysafe's wallet and eCash portfolio with a blended team of up to eight designers.
- Represented Design in portfolio planning, bringing customer evidence, UX risk and delivery realities into prioritisation before roadmap commitments.
- Owned the design-quality operating model: discovery, design review, design-system governance, accessibility and delivery readiness.
- Built AI into the team's practice: an 8-pass PRD review, UX-quality checks with Claude and Figma MCP, and recurring Voice of Customer synthesis.
- Led a structured handover of 50+ live initiatives when Paysafe wound down its in-house consumer design team.

### PRODUCT DESIGN MANAGER · DIGITAL WALLETS

February 2023 – April 2026 · Sofia, Bulgaria

- Led product design across Skrill, Neteller, PaysafeCard, PaysafeCash and shared consumer capabilities with a blended team of in-house and external designers.
- Consolidated four design systems into one shared foundation with 50+ core components and 100+ sub-components, and used it to deliver the three-brand rebrand on schedule: 10M+ users, Paysafe platforms, 400+ assets.
- Built customer evidence into product decisions: a three-brand NPS programme with 146K+ responses and 50+ usability studies.
- Embedded accessibility into delivery, including WCAG AA audits of two products that fed a component-level fix backlog.
- Led Sports Corner (2021–2026) through its December 2023 redesign and the June 2024 Free to Play launch, managing the designer on it: 120K monthly active customers, 29% of them paying a merchant within 24 hours.
- Hired, onboarded and mentored designers into greater ownership and leadership responsibility.

### SELECTED PRODUCT IMPACT

Skrill Sports Corner & Free to Play

|                          |                            |                               |                      |
|--------------------------|----------------------------|-------------------------------|----------------------|
| 120K                     | 29%                        | 293K                          | +2–4%                |
| Monthly active customers | Paid a merchant within 24h | Free to Play active customers | Peak-event retention |

## PAYSAFE · CONTINUED

### LEAD PRODUCT DESIGNER

December 2020 – January 2023 · Sofia, Bulgaria

Moved from individual product delivery into cross-product design leadership, establishing practices that later became part of the Consumer Design operating model.

- Led the Skrill and Neteller wallet home redesign: exchange volume +13% with margin held; dark mode shipped.
- Led end-to-end product design across complex fintech journeys from problem framing through delivery.
- Lead designer on Sports Corner from 2021: designed the first experience, its engagement model and wallet entry points.
- Shaped experiences across wallet home, navigation, money movement, exchange, cards, rewards and other shared capabilities.
- Introduced more structured critique, design review and cross-team alignment practices.
- Established reusable interaction patterns and visual standards across product areas.
- Partnered closely with Product and Engineering to translate financial, regulatory and technical complexity into understandable customer experiences.
- Contributed to the foundations of the shared design system and emerging product-quality standards.
- Mentored designers and increasingly took ownership of cross-team design quality and decision-making.

### UX DESIGNER · DESIGN SYSTEMS

September 2019 – December 2020 · Sofia, Bulgaria

Joined Paysafe as a hands-on UX designer focused on consistency across consumer wallet experiences.

- Created reusable components, interaction patterns and visual standards that became early foundations for design at scale.
- Improved consistency across shared wallet journeys and helped reduce repeated design effort.
- Became a go-to contributor for design-system decisions and reusable product patterns.

## EARLIER EXPERIENCE

### Senior UX Designer

Virtual Affairs · October 2016 – August 2019 · Bulgaria

Designed complex digital banking, insurance and investment experiences for regulated financial products across Amsterdam and Sofia.

### Web Designer

Virtual Affairs · October 2015 – October 2016 · Bulgaria

Designed responsive interfaces and visual systems for financial-service platforms.

### Web Designer & Front-end Developer

Webground & The Mags · April 2013 – October 2015 · Bulgaria

Designed and built digital experiences for publishing platforms, brands and high-traffic media products.

## CORE EXPERTISE

|                           |                             |                             |
|---------------------------|-----------------------------|-----------------------------|
| Product Design Leadership | Product & UX Strategy       | Product Discovery           |
| DesignOps                 | UX Research                 | Design Systems              |
| Product Quality           | Accessibility / WCAG        | AI-enabled Design Practice  |
| Portfolio Prioritisation  | Team Leadership & Mentoring | Cross-functional Leadership |
| Consumer Fintech          |                             |                             |

## EDUCATION

### New Bulgarian University

Bachelor's, Interior Design · Second specialty, Graphic Design · 2008–2012 · Sofia · Bulgaria

### Escola Superior de Disseny de les Illes Balears

Erasmus Exchange, Interior & Graphic Design · Final semester · 2012 · Palma de Mallorca · Spain

### Professional High School of Clothing “Ana May”

Secondary vocational education, Fashion Design · 2000–2005 · Plovdiv · Bulgaria

## CERTIFICATIONS

Nielsen Norman Group – Becoming a UX Strategist (UX Management specialty track), 2023