

MENTORING

1:1 · SENIOR & LEAD ROLES

YOUR PORTFOLIO,
SEEN FROM THE HIRING SIDE

THE STEP UP TO
SENIOR, LEAD OR MANAGER

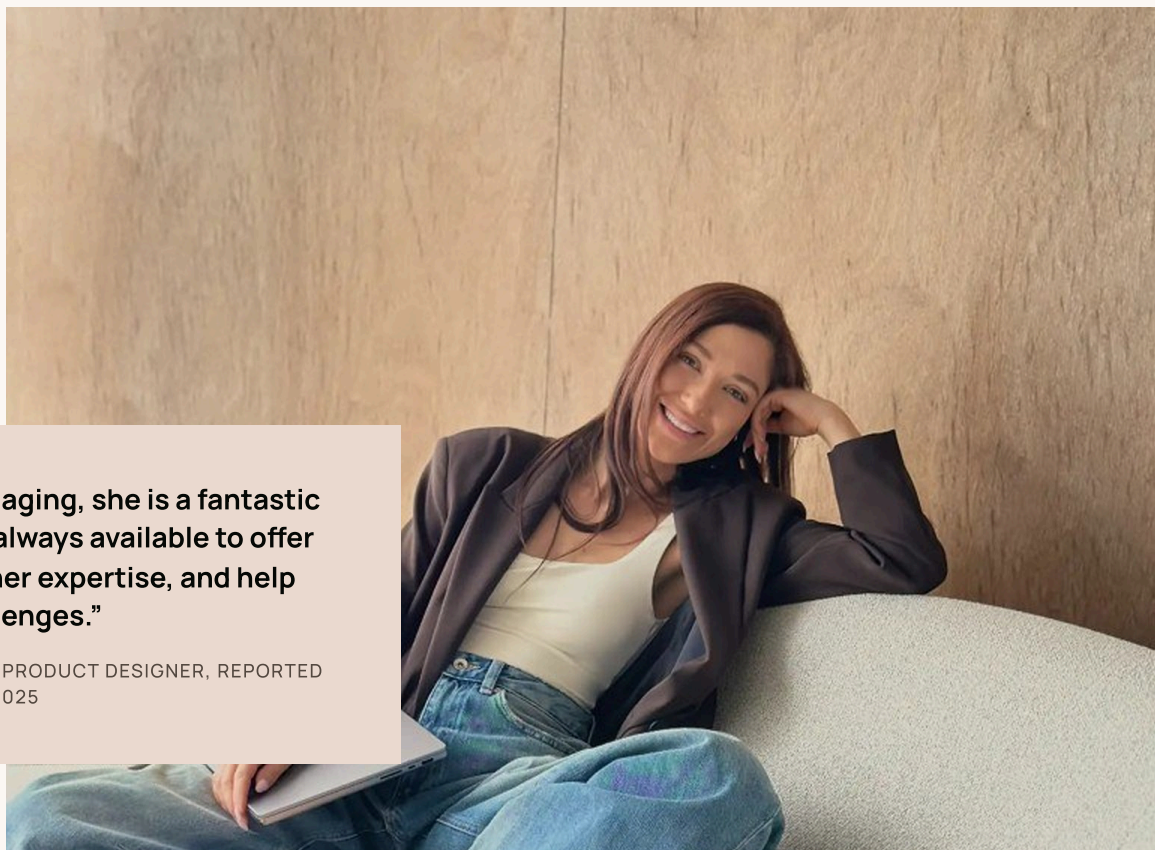
WRITTEN NOTES
WITHIN THREE WORKING DAYS



GET TO SENIOR OR LEAD WITH A MENTOR WHO HAS HIRED FOR IT

“Beyond just managing, she is a fantastic mentor. She was always available to offer guidance, share her expertise, and help me navigate challenges.”

MIRA IVANOVA · SENIOR PRODUCT DESIGNER, REPORTED TO DIYANA · LINKEDIN, 2025



I have made the move you are trying to make, and I have decided who gets hired and promoted.

- 1 **I took the same path.** Seven years at Paysafe, from design-system designer to Senior Manager, five of them in lead and management roles.
- 2 **I know the hiring side.** I hired and onboarded designers and reviewed many portfolios and case studies.
- 3 **I wrote the levels.** The career levels my team used for promotions.
- 4 **I still design every week.** The feedback is about the work itself.

FOUR MOMENTS WHERE AN OUTSIDE VIEW HELPS

01

MID-LEVEL DESIGNERS

Ready for a senior role and not sure what's missing.

02

SENIOR DESIGNERS

Moving into a lead, principal or first manager role.

03

NEW DESIGN MANAGERS

Leading a team for the first time, often with little support.

04

DESIGNERS USING AI

Bringing AI into their practice without lowering the quality of the work.

WHAT WE CAN WORK ON

A

Portfolio and case studies

B

CV and LinkedIn
positioning

C

Moving into a senior or
lead role

D

Interview and
presentation prep

E

Your first team or
manager role

F

Using AI in your design
practice

You leave with a clear view of where you stand, the two or three changes that matter most, and notes you can act on the same week.

START SMALL, OR COMMIT TO THE STEP UP

INTRO CALL

15 minutes to talk about what you need and whether I'm the right person to help.

Free
15 MIN

1:1 SESSION

60 minutes on one topic: portfolio, career move, a case study, an interview or a leadership challenge.

€100
60 MIN

PORTFOLIO REVIEW

I review your portfolio in advance, send written notes with priorities, then we go through them in a 45-minute call.

€220
NOTES + 45 MIN

STEP-UP PACKAGE

MOST VALUE

For designers moving into senior or lead roles: four 60-minute sessions over 6–8 weeks, one portfolio or CV review included, and short questions by message between sessions.

Includes a €220 review and saves more than €100 against booking separately.

€480
6–8 WEEKS

ALSO AVAILABLE

CV & LinkedIn review
€160

Case study deep dive
€150

Monthly mentoring
€220 / month

30%

FOUNDING MENTEES

Off every option, in exchange for honest feedback and a short testimonial. Normal prices are shown on the previous page.

04 · HOW IT WORKS

-
- 01 Book a free 15-minute intro call by message on LinkedIn or by email.
-
- 02 Choose the option that fits. I send an invoice or payment link.
-
- 03 Share your portfolio, CV or questions at least 3 days before we meet.
-
- 04 We meet, and you get written notes within 3 working days.

05 · GOOD TO KNOW

Payment in advance.

Free rescheduling up to 24 hours before a session.

Sessions on Google Meet or Zoom.

In English or Bulgarian.

NEXT STEP

Let's start with a 15-minute call.

Tell me where you are now and what you'd like to change. If I'm not the right person to help, I'll say so on the call.

[linkedin.com/in/diyanabdesignmanager](https://www.linkedin.com/in/diyanabdesignmanager)

banchevadiyana@gmail.com

diyanabancheva.com/mentoring