

Todor Stoyanov

UX/UI and brand designer · Sofia, Bulgaria

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UX/UI and brand designer in Sofia - interfaces, identity systems, and visual craft. Photography and print sharpen the eye; product and brand work deliver the outcome.

EXPERIENCE

■ Marketing Expert @ Cup of Air

Jun 2026 - Present

As part of a small, multidisciplinary team, I support three brands across web development, digital design, and content - WordPress and Joomla sites, interfaces and visual assets in Figma, images and animation, video editing, and social content for each brand.

■ Web Designer @ Engineer Access Bulgaria

Jul 2025 - Jan 2026

User flows and UI for a career platform, a custom WordPress theme, and brand photography and print for the company.

■ Web Designer @ Sitecore

Oct 2021 - Jul 2025

Designed demo UX, user flows, and visuals for product demos and presentations on the Demo Solutions team.

■ Content Specialist @ Sitecore (formerly Hedgehog)

Jul 2019 - Sep 2021

Digital content and web design for enterprise and mid-market clients across multiple brand systems.

■ Graphic and Web Design Lecturer @ Design Academy

Apr 2019 - Apr 2021

Taught Graphic & Web Design and UX/UI Design - mentoring students through principles, user flows, and practice.

■ Content Specialist @ Hedgehog

Feb 2019 - Jul 2019

Created and managed content and assets for global brands with cross-functional teams.

■ Graphic and Web Designer @ Kakadu LTD

Feb 2018 - Feb 2019

Visual design for websites and brands, plus product photography for catalogs and print.

■ Graphic Designer @ The Spot

May 2017 - Feb 2018

Campaign visuals for music events across Bulgaria.

■ Graphic Designer @ Technofy

May 2016 - Apr 2017

Textures for 3D models in an augmented reality application.

■ Graphic Designer @ SADIGIRB Ltd.

Jan 2015 - Mar 2016

Photo retouching for a prominent Italian online store.

- **Junior Photographer @ TillLate Ltd.**

Feb 2012 - Feb 2014

Nightlife and concert photography in Sofia - shoot, select, retouch, and publish for timely event coverage.

EDUCATION

- **Master's - Graphic and Web Design**

2017 - 2019

Technical University of Sofia

- **Bachelor's - Engineering Design**

2012 - 2016

Technical University of Sofia

- **TUES - Technology School Electronic Systems**

2007 - 2012

Foundational education in technology and design thinking.

PRINCIPLES I DESIGN BY

- **Transparency**

Address concerns constructively and act with integrity.

- **Responsibility**

Own decisions and commit to them fully.

- **Collaboration**

Share knowledge, welcome feedback, build together.

- **Trust & appreciation**

Move fast on trust, respect people, celebrate wins.