

Contacts

-  +447597638159
-  savinavelichkova@gmail.com
-  London, United Kingdom
-  www.savinavelichkova.com
-  www.linkedin.com/in/savinavel

Education

- Digital Media Computing – BSc (Hons)**
Birmingham City University | 2015–2019
- Media Technology & Design – Erasmus**
Applied Sciences University Austria | 2017

Skills

Design

Design thinking & Problem-solving
Service Design & Design systems
Wireframing – Balsamiq / Miro / Mural
Rapid prototyping – Figma / Sketch / Adobe
Interaction design – HTML / CSS / LESS / JS
Visual & Responsive Design – Mobile first
Web Accessibility – WCAG 2.1 / 2.2

User Research

User stories & Persona hypothesis
User interviews & Usability testing
Data analysis

Collaboration

Organising workshops and design sprints
Facilitating design and content critique
Project and Stakeholder management

Awards

- Rising Star Nomination – Gold Level**
Kainos | 2023
- Strategy and Determination – Gold Level**
Kainos | 2022
- Outstanding Performance – 1st in Class**
Birmingham City University | 2019

Courses & Certificates

For courses and certificates refer to the portfolio.

Savina Velichkova

UX Designer

Summary

I am a strategic, data-driven UX Designer with 7+ years of experience in contributing to and working within design systems, building accessible products, and conducting user research. I excel in prototyping, interaction design, accessibility audits and creating user-centered solutions across multiple platforms. My technical background and strong communication skills empower seamless collaboration with cross-functional teams and clear presentation of design rationale.

Work Experience

UX Designer

Kainos

Sep 2019 – Present

Tasks:

- **Led the delivery of user-centred experiences** from concept to execution, ensuring alignment with business goals and user needs
- **Identified and prioritised user, business, and technical needs**, translating them into actionable design solutions with measurable outcomes
- **Conducted user research, including interviews and usability testing**, to validate design decisions and enhance overall user satisfaction
- **Secured stakeholder buy-in** by presenting insights and advocating design changes that improved user experience and outcomes
- **Facilitated design reviews and cross-functional workshops**, fostering collaboration among diverse teams to develop unified solutions

Achievements:

- **Delivered designs** and optimised processes for UK Health Services **used by 40M citizens**
- **Led integration into a complex COVID tracing system**, adapting to constantly shifting priorities and **providing support across all design streams**
- **Cut connectivity test time from 14 days to seconds** by designing a test environment
- **Expedited** the test environment **development with 4 months** by simplifying a complex problem and reducing the business and technical effort
- **Reduced the communication costs by 54%** and improved the user journey by restructuring the service notifications
- **Increased** the number of **traced people by 35% and customer satisfaction by 10%** in 5 months by implementing design changes

UX Designer & Front-end Developer

Software Solutions EOOD

Sep 2017 – Mar 2019

Tasks:

- **Collaborated with Product, Design, and Engineering teams** to align on project goals and deliver cohesive solutions
- **Set requirements and priorities** for product flow, research, and technical constraints
- **Communicated design processes, concepts, and solutions to cross-functional teams** and clients for alignment and clarity
- **Designed and delivered frameworks and websites** following UX best practices
- **Optimised product strategy and design systems** for scalability and consistency

Achievements:

- **Reduced time and cost significantly** by initiating and delivering a design framework
- **Increased web traffic by 34% in 2 months** by redesigning a live service
- **Improved live service accessibility** by conducting an audit using the WCAG criteria