Svetlozar Apostolov

Product Design Lead

Sofia, Bulgaria | +359 886 107 127 | svetlozarapostolov@gmail.com | svetlozarapostolov.com | linkedin.com/in/s-apostolov

SUMMARY

Design lead with six years in design, three of them leading design for complex, configuration-heavy B2B software. Lead a team of three, own the design system and its semantic token architecture across two product libraries, and set the design operations and handoff practices the team works to. Still close to the craft: I design the hardest flows myself and stay with them through implementation.

PROFESSIONAL EXPERIENCE

EGT Digital | Sofia, Bulgaria | Jul 2023 - Present

UI/UX Design Team Lead (Mar 2025 - Present) | Senior UI/UX Designer (Oct 2024 - Mar 2025) | UI/UX Designer (Jul 2023 - Oct 2024)

- Lead the Internal Design and Applications team of three designers; onboard, coach and upskill them through regular workshops on token structure and reuse-versus-extend decisions.
- Own the design system across multiple products on a shared three-tier semantic token architecture, each product with its own library, and define the rules governing when to extend a third-party component and when to replace it.
- Established the design operations and handoff practices between Design, Front-End, QA and Product, and partner with product owners on scoping what is actually buildable.
- Defined the configuration model for a client-facing payments product: five axes and 192 valid combinations served by a single component set, so a new client deployment needs no design cycle.
- Built the design system for a live-streamed real-time product from the ground up: 59 component sets and roughly 900 component-scoped tokens across three visual themes.
- Set the documentation standard for the system, so components, layout rules and form logic are explicit enough for a new designer, a developer or a model to build from.

Tiger Technology | Graphic Designer | Jan 2023 - Jun 2023

- Migrated the design system from Adobe XD to Figma; supported wireframing and information architecture for the product websites, and contributed to competitor and market analysis.
- Produced visual and motion content for digital channels, print materials and onboarding videos.

The Locals | Visual Content Creator and Designer | May 2021 - Dec 2022

- Designed and built responsive websites and landing pages for brands including Coca-Cola HBC and Kamenitza, from high-fidelity prototypes through WordPress implementation.
- Created visual, motion and photographic content across BTL and digital campaigns for a varied client roster.

GOTO Jewelry and Diamonds | Junior Digital Media Content Designer | Jun 2020 - Mar 2021

- Designed social and print advertising content; handled digital asset management, photo and video editing.

SKILLS

Leadership: Design Leadership, Team Leadership, Mentoring and Coaching, Onboarding, Stakeholder Management, Cross-functional Collaboration, DesignOps, Design Handoff, Requirements Gathering, Scoping and Prioritisation

Product and UX: Product Design, UI Design, UX Design, Interaction Design, Design Systems, Design Tokens, Component Libraries, Information Architecture, Prototyping, UX Research, Usability Testing, Responsive Design, Accessibility

Tools: Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom), Claude, Claude Code, WordPress, Microsoft Office

Technical: Ant Design, HTML and CSS (working knowledge), design-to-code handoff

EDUCATION

American University in Bulgaria - BA Business Administration, concentration in Digital Marketing | Sep 2016 - May 2020

Telerik Academy - Upskill UI/UX Design | Mar 2023 - Jun 2023

SoftUni - Certifications: UX Design, UI Design with Adobe XD, Illustrator, After Effects, Premiere Pro | 2021

LANGUAGES

Bulgarian (native) | English (C1)