

Stefan Kyurkchiev

Software Designer



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inncredible.studio/portfolio

Innsbruck, Austria

A **Full-Stack Software Designer** with 13 years of experience in design systems, UI/UX, digital marketing, front-end development & project management.

Work experience

MARCH 2022 - TODAY **InnCredible Studio**

Owner of a solo agency specializing in Design Systems, UI/UX, marketing, and front-end development. My main clients include companies such as Stieglbräu Innsbruck, Joint Systems, Marma, Rocket, Net.

Ghost Designer/Freelancer - UI/UX: Stellar, Bunny.net, Coinswap, Synthesia, Growth Architects, Koukee, Dive, Enterpret, Rivermate, and others.

APRIL 2016 - DECEMBER 2021 **SOS Children's Villages International**

JAN 2019 - DEC 2022 **Product Designer - Software**

UX/UI, lead requirements engineer, global first level support, front-end development, brand alignment, stakeholder management, optimising PageSpeed, agile project planning (SCRUM & Kanban), and ensuring GDPR compliance.

- token-based design System for SOS Kinderdörfer Weltweit - Fundraising 191 Mil. € per year - Website, PWA, Email, Brand Book
- Global Email Template using Emarsys - 400 Mil. Emails delivered per year
- Technical GDPR Compliance for all web products (20+ countries) - OneTrust, Google Analytics, Front-end Development

JAN 2017 - DEC 2018 **UI/UX Designer & Marketing/Fundraising Consultant**

lead UX/UI designer & requirement engineer and business analysis, marketing automation, email marketing, technical SEO, Google Analytics, Google Tag Manager, Google Search Console, conversion optimisation, A/B testing, analysis, and reporting.

- 80% front-end backlog reduction by consolidating product portfolio in 5 clusters with a token-based design system globally (40 countries, 150 touch-points)
- 95% WCAG 2.0 (AA) compliance
- 50% faster time-to-market in content production

APR 2016 - DEC 2016 **UX/UI Designer Fundraising Coordinator & Requirements Engineer**

UX/UI design & requirement engineering and business analysis, marketing automation, email marketing and automation, technical SEO, Google Analytics, Google Tag Manager, Google Search Console, and conversion optimisation, A/B testing, analysis, and reporting.

- negotiation and stakeholder pitching & buy-in for developing a global token based design system
- building global campaigns - #NOCHILDALONE, Jar of Love, Donate for Love, gamification of corporate sponsorships
- training, consultancy, first and second level support for a global fundraising platform

SEPT 2015 - APR 2016 **Freelancer - Part-time**

Freelancer (part-time) - UI/UX, Front-End Development

NOV 2011 - JAN 2015

Bulpros

Front-End Developer

HTML5, CSS, JavaScript, jQuery, and Bootstrap - www.billiger.de

- successfully integrated new brand guidelines based on Twitter Bootstrap and 12 column layouts
- Drupal CMS

2010, 2011

KCM SA

Internship Front-End Development

HTML, CSS, JavaScript, jQuery, Email Templates

Education

NOV 2011 - JAN 2015

SoftUni Graduate - Front-End Development

Apprenticeship recognised by the state of Bulgaria

SEPT 2010 - JUNE 2012

Newcastle University

DiplHE - Electronic & Electrical Engineering

SEPT 2005 - JUNE 2010

Language School Ivan Vazov

German, Russian - Matura: Mathematics, Bulgarian

Toolset

UI/UX: Figma, Adobe CC, Sketch, Relume, Framer, MidJourney, Miro

Design Systems: Token Studio, Zeroheight, Supernova Storybook, Frontify, Aprimo

Development (Design System Only): HTML5, CSS, JS, JQuery, Tailwind CSS, React, TypeScript, NodeJS, StyleDictionary, Lit, Vue.Js, PostCSS, SASS, Less

CMS: WordPress, Typo3, Kentico, Webflow

Marketing: SEO, SEA, SWOT, Google Tag Manager, Google Analytics, Google Search Console, Search Metrics, SEM Rush

PM: Agile - Scrum, Kan-Ban, Prince2 - JIRA, Confluence, Asana, Notion.

Email Marketing: Emarsys, MailChimp

Interests

Skiing: Former Competitive Skier - National Team Member 2008-2010

Extreme Sports: Mountain-Biking, Rafting, Hiking

Dancing: Danced for 12 years, retired now