

Stefan Kyurkchiev

Software Designer



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inncredible.studio/portfolio

Innsbruck, Austria

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

Work experience

MARCH 2022 – MAY 2024 **InnCredible Studio**

Founder of a solo agency specialising in Design Systems, UI/UX, marketing, and front-end development. Clients: Stieglbräu Innsbruck, Joint Systems, Marma, Rocket,Net, Weißaufschwarz, Vivare, rivermate, Enterpret, Mensch + Technik, Marketing made in Tirol, Arable Studio, Emerging Gifts, BSA Security, Babylicious dishes.

- **weißaufschwarz** - Jan 2024 - May 2024 - enabled theming + dark mode and **coupled** the front-end development of **6 white-label applications** (and another 13 coming) by building and maintaining a token-based design - **TailwindCSS, React**
- **Stieglbräu Innsbruck** - 2019 - 2024 - increased online sales from the ground-up **75-100 people daily** with full-service **digital marketing activities** - CMS, SEO, channel optimisation, content & asset creation, CRM system and etc.
- **Vivare Gesundheitszentrum** - Aug 2023 - Dec 2023 - increased online sales 75% with website relaunch focusing on extensive 60+ keyword and location specific landing pages in the area of Düsseldorf.

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

Lead SaaS Product Designer & Global Digital Marketing Advisor

UX/UI Design, Front-End development, DesignOps, Design Systems, Design Tokens, requirements engineering, global first level support, brand strategy, stakeholder manager, agile project planning (SCRUM & Kanban), and GDPR compliance.

- 70% front-end backlog reduction, 100% reduction of ad-hoc cost of repetition, improved brand consistency and WGAC AA compliance by **consolidating 40+ countries in 1 cluster design system for 100+ touch-points** - 5 Themes, 80+ components, 16 Page types, 150+ compositions and 50 Page Templates **built in 2017**
- 12% conversion rate improvement (Fundraising 80+ Mil. € per year) as a direct result of **end-to-end redesign of SOS Kinderdörfer Weltweit** - Website, Webshop, P2P with me **spearheading** the project, negotiations with stakeholders, 3 in-house teams, requirements engineering and front-end consultancy for 3 developers - **built in 2019**
- 15% reduction of the **drop-off** rate on payment pages, dramatic improvement of time to market, and reduced backlog by coupling forms & **payments 40+ countries** (320 forms) in **one design system - built 2020**
- 12% avg CTR improvement and 100% reusability by designing and developing **email marketing CMS** using Emarsys - 400 Mil. Emails delivered per year **consolidating 50 countries** with 60+ components, 40 compositions and 50 templates. 5 Themes & Fully responsive - **built 2019**
- **3** successful box-control migrations - coupled > decoupled (Bootstrap) > headless (Flexbox, CSSGrid) and front-end ALM during **4 Kentico CMS major version updates**
- 50% faster time-to-market for content production by **enabling global reusability**
- GDPR compliance for web products (30+ countries) - OneTrust, GTM, Front-end Dev
- supported many global campaigns - **#NOCHILDALONE, #ISEEYOU, Jar of Love, Donate for Love** & gamification of corporate sponsorships
- trained 60+ people, front-end support for 6 developers, managed in-house designer
- supporting rebranding efforts and releasing a new brand book

JANUARY 2015 – APRIL 2016

Freelancer

UX/UI Designer, Front-End Developer

HTML5, CSS, JavaScript, jQuery, and Bootstrap

NOVEMBER 2011 – JANUARY 2015

Bulpros

Front-End Developer – www.billiger.de

HTML5, CSS, JavaScript, jQuery, and Bootstrap

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

2010, 2011 – SUMMER INTERNSHIP

KCM SA

Internship Front-End Development

HTML, CSS, JavaScript, jQuery, Email Templates

Education

SEPT 2021 – ONGOING

Bourgas Free University

Master Programm – Software Development – 6 Semester

NOV 2011 – JAN 2013

SoftUni Graduate – Front-End Development

Apprenticeship recognized by the state of Bulgaria

SEPT 2010 – JUNE 2012

Newcastle University

DiplHE – Electronic and Electrical Eng.

SEPT 2005 – JUNE 2010

Fremdsprache Schule Ivan Vazov

German, Russian – Matura: Mathematics, Bulgarian

Certificates

Certified Requirements Engineer & ALM (Application Lifecycle Manager)

Agile Project Manager

TOEFL (Test of English as a Foreign Language)

DSD (Deutsches Sprachdiplom)

Languages

English, German, Russian, Bulgarian

Toolset

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

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

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

CMS: WordPress, Typo3, Kentico, Webflow

Marketing: SEO, 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