

Martina Nikolova

Product Designer

I'm passionate about human-centered design, social impact and creating better digital experiences for ~~users~~ people.

www.martina.works

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Work Experience

Sweep / Product Designer

www.sweep.net • France (remote) / August 2021 - January 2023

Sweep is a SaaS product that helps companies run their environmental programme.

I worked closely with the product and engineering team to define solutions and design key features for acquiring new customers.

FinLink GmbH / Product Designer

finlink.de • Berlin (remote) / August 2018 - March 2021

FinLink is a CRM platform that supports mortgage consultants in the independent brokerage of real estate financing.

I was responsible for the product design of the client-facing online platform as well as establishing a design system and a redesign of the CRM platform. I took ownership of the user research, including interviews with users and stakeholders, customer journey mapping, building interactive prototypes and conducting remote user tests.

Ginmon / UI Designer

ginmon.de • Frankfurt (remote) / March 2019 - January 2020

Ginmon is a digital investment platform based on robo-advisor technology.

My focus area was improving the experience of the current web and mobile apps. I defined a cross-platform design system to ensure brand consistency and I was responsible for the redesign of their web and mobile apps..

Think-it / Web Designer

Berlin/Tunisia (remote) / September 2018 - April 2019

Think-it is a software engineering collective on a mission to unlock human potential through sustainable use of technology.

I designed the company website and collaborated closely with the marketing team to prepare various marketing materials.

Freelance / UI Designer and Front-End Developer

January 2017 - August 2018

I helped various start-ups such as Getsurance and Wundertax with design and front-end development of MVPs as well as website design and development.

eDesign Creative / Front-End Developer

Bulgaria / January 2016 - December 2016

My focus was creative front-end development, working closely with a talented team of designers.

Skills

Wireframing

Prototyping

Design sprints

Remote user tests

User interviews

Persona analyses

Customer journey maps

Surveys

My Stack

Figma, Notion

Education

NN/g / UX Certified

April 2021

UNWE / Bachelor of Finance

Sofia, BG, 2011 - 2016

Nationality

Bulgarian

Languages

Bulgarian, English

Date of Birth

22 August 1992