

# Angel Davchev

UI/UX Designer, UX Engineer

**Portfolio:**

[Dribbble](#)  
[Codepen](#)  
[Website](#)  
[Portfolio](#)

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## SUMMARY

With over 6 years of experience in the industry I bring value to each product that I've worked on. Hard working, eager to learn and grow, passionate about details. I'm a communicative person, with a strong sense of humor that can easily adapt to any environment (yes, I didn't Google how to spell that). Looking forward to collaborate with colleagues in order to bring the best to the project that I'm working on.

## EXPERIENCE

### Netcetera, Skopje, Macedonia — Senior UX Engineer

<https://www.netcetera.com/>

MAY 2020 - Present

As a Senior UX Engineer my work has been trusted in the transport, health care and publishing industries.

**Transport** - Redesigned an already existing mobile app that helps the users easily find nearby stations, monitor the routes timetable, flag their favorite routes, and experience in real-time their traveling.

- With this I've simplified the application's interface, reduced the user's friction when using the app and I enabled the client to sell the app to multiple transport vendors as a white label product.

**Health Care** - Designed and maintained a design system of reusable components, style guides and rules that will help the future scalability of the platform. I've also helped coding the layout and created a set of reusable mixins.

- With this design system I've created a single source of truth for the product, increased the velocity for designing and developing new features, maintained design consistency across the platform and reduced the cost for hiring hands-on designers.

**Publishing** - Designed and developed a reusable set of components, style guides, rules and templates that help non-tech publishing editors create new digital editions for their newspapers.

- With this I've lowered the cost to create, maintain and scale digital newspapers, decreased the amount of time to prepare new publications and helped the client sell the product as white label to multiple European publishing houses.

### Laika, Skopje, Macedonia — Product Designer, UX Engineer

<https://www.wearelaika.com/>

JUNE 2018 - MAY 2020

A [Forbes featured](#) platform called Laika that connects companies and tech talent in the Balkans. The goal of the app is to match companies with the right tech talent available in 10 industries.

The challenge is to create a seamless, mobile-first user experience for both the talent and the companies.

Daily duties include brainstorming with the product owners on new features, competitive research, sketching and

idea validation with the product owners, wireframing, high fidelity mockups and validating them with the product owners, colleagues and users. I also design, code (in React) and maintain a design system of reusable components, create microinteractions and coordinate the front-end engineering team.

Laika has over 10000 talents on the platform and over 90 companies registered.

## **Colony, Skopje, Macedonia — *Product Designer, UX Engineer***

<https://meetcolony.com/>

OCTOBER 2019 - MAY 2020

The Colony is a place where companies can request for fully remote dedicated digital teams to work on their projects and requirements. We take care of all the applications, screening and onboarding procedures, payroll, legal and back office processes and admin work. It has an integrated calculator where one can estimate all of their resources when hiring the top talent from the Balkans.

## **CodeWell, Skopje, Macedonia — *Senior UI/UX Designer***

MARCH 2014 - JUNE 2018

Award winning senior user interface and user experience designer with a knack for start-up and scale-up companies, with experience in the first [VC-backed](#) Macedonian startup. Proficient in both mobile and web platforms, I create digital experiences for mobile apps and websites alike. Daily duties involve collaboration with developers and stakeholders, designing sketches, wireframes and high fidelity designs based on user feedback, brainstorming sessions with clients to identify their needs. I also code web experiences using HTML, CSS and Javascript, creating deliverables for the engineering team, and communicating on a daily basis.

Work split between **consulting** with various companies from Macedonia and abroad, mentoring a junior designer and **bootstrapping products** with the company's founders.

## **Letz — *Product Designer***

OCTOBER 2016 - DECEMBER 2017

Designed an AI powered chat-bot mobile phone application that helps users with their tasks and to-do lists, using friendly conversation with a bot named Lucy.

The role included defining the user's needs based on research and feedback, iterating new designs that match the user's needs and improving the overall experience in the app.

Letz won Product Hunt's Golden Kitty award for [Bot of the Year](#) in 2016. The app was featured in [VentureBeat](#), [Huffington Post](#) and [Tech Crunch](#). Available on [Google Play](#) and [App Store](#).

## **Codewell.is — *UX Designer***

<https://codewell.is/>

DECEMBER 2016 - MARCH 2018

In partnership with the junior designer, helped in the rebranding of the company's website. The goal was to establish the company as one of the leading IT companies in the region and abroad, and to attract new generation leads and potential customers. My role was to define and create seamless user experience throughout the whole website. I helped coding the website, defined and implemented animations and microinteractions in order to improve the general look and feel of the brand.

## **Estimo — Product Designer**

<https://costforapp.com>

MAY 2018

Designed the user interface and coded the front-end of a chat-bot app that estimates the cost to build an app through a friendly conversation with a chat-bot named Tim. My role included defining key parameters that can make the user feel like he/she is talking to a real person behind the scene. The app also sends a stylised and branded PDF document with the final estimation to the user's mail.

### **PUBLICATIONS**

## **Online class for UI/UX design on Skillshare — Teacher**

NOVEMBER 2018

Planned, designed, and recorded [an online class](#) for the Skillshare platform, where I teach UI/UX design by creating a mobile app from scratch. The class includes designing the user flow, user persona as well as designing the app itself which is about online booking for tickets.

### **NOTABLE CONSULTING EXPERIENCE**

## **Heineken — Mobile Designer**

Designed a mobile app that helps Heineken's employees easily maintain the production machines.

Screens available on [Dribbble](#) and in the portfolio link.

## **Kniga.mk (Book.mk) — Mobile Designer**

Designed a tablet and mobile app Kniga.mk (Book.mk) for "TRI", a Skopje-based book publishing company.

Screenshots available in the portfolio

## **Publisher.mk — Web Designer**

[publisher.mk](#)

Designed and implemented front-end code (html, css) for "TRI", a Skopje-based book publishing company. (In Macedonian)

### **OTHER RELEVANT EXPERIENCE**

## **Deutsche Bank "Future Banking" Competition — Participant**

AUGUST 2014

Took part in Deutsche Bank's "[Future Banking](#)" competition, reimagining the user experience on their mobile banking application. The design was featured on [Designboom](#). Screenshots available in the portfolio link.

## **Rockstart Accelerator, Amsterdam, The Netherlands — Participant**

MARCH 2015 - JUNE 2015

Took part in [Rockstart](#), a four-month long acceleration program, with [MarkO](#) - CodeWell's smart errands manager application. Was coached by various mentors about how to improve the product and grow our user base. The app is [featured](#) on Rockstart's website.

## **Startup Weekend, Skopje, Macedonia — Winner**

MAY 2015

Researched, designed, prototyped and made the pitch deck for a mobile app connecting nearby professionals over brunch. [Featured link](#)

## **Codefest Tech Festival, Ohrid, Macedonia — Mentor**

APRIL 2017

Mentored and coached in a startup workshop that was part of the [Codefest Tech Festival](#) in Ohrid, Macedonia.

### **TOOLBOX**

Figma, Adobe XD, Photoshop, Illustrator

HTML (Pug), CSS (Sass), Javascript (Babel, jQuery), React, Styled components, GSAP TweenMax, Prepros.io (for compiling)

\* Can easily adapt to other tools (Sketch, InVision Studio)