

Kiril Velkov

PRINCIPAL PRODUCT DESIGNER | UX LEAD

18+ YEARS OF EXPERIENCE LEADING DESIGN FOR ENTERPRISE AND HIGH-GROWTH DIGITAL PRODUCTS. IN MY LAST PROJECT, I DESIGNED AN MVP SOLO THAT REDUCED MONTHLY COSTS BY €1.2 MILLION.

I BUILD DESIGN SYSTEMS AND SCALE DELIVERY WITH GENERATIVE AI WORKFLOWS. I TRANSLATE EXECUTIVE STRATEGY INTO PROFITABLE PLATFORMS, HELPING TEAMS NAVIGATE COMPLEX STAKEHOLDER ENVIRONMENTS.

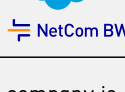
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Professional Career

JAN 2025 – JAN 2026

PRODUCT DESIGNER / UX LEAD

SALESFORCE, DUBLIN



NetCom BW is a Tier-1 German Telecommunication Services Provider (a subsidiary of EnBW) with over 200,000 customers. The company is providing fibre-optic internet to Residential and Business clients. NetcomBW operates in Baden-Württemberg and Bavaria. Additionally the company sells broadband, telephony, and streaming services. I took major part in the ideation, validation, and design of the complete digital ecosystem. My projects were split between an online subscription based platform with secure file handling, and a self-service portal for customers to manage their services. The online portal uses Salesforce CMS as the backend, handling all orders, subscriptions, and customer data.

- I was part of a team of 6 Developers, Salesforce architect, and Product owner. We were able, in a very short timeframe, to gather requirements, brainstorm multiple solutions, mockup for preliminary tests with AI agents as users, and design the following deliverables:
- App to support the Sales agents in capturing more accurately customer information, and process orders as soon as they are completed. The final product included full subscription order journey and all edge cases, as well as SEO/AEO content optimisation.
- Self-service online portal for all B2B and B2C customers. The portal served as the single point for users to manage their products, upgrade/downgrade and order additional products and services. The portal shifted the manual business model to a completely automated, customer-led service.
- Final unified product as high fidelity and dev documentation with annotations, states, and logic.
- Comprehensive design systems, variables mapped, and aligned with the existing brand strategy.

Key Tools: Figma (Design Systems, Variables & Tokens), Salesforce SLDS, Salesforce Service & Sales Cloud, Custom LLM AI Agents (Persona Testing), Jira, Confluence.

Want to know more about this project? [Read the full Case Study](#)

JUN 2022 – DEC 2024

PRINCIPAL PRODUCT DESIGNER

SHELL RECHARGE SOLUTIONS, AMSTERDAM



Shell Recharge Solutions (SRS) is a global EV charging solutions provider, operating one of the world's largest EV charging networks across Europe, North America, and Asia. The company has charging solutions for residential, the workplace, and commercial customers. I led the B2B/B2C transformation of customer service, tech support, and finance operations built on Salesforce Lightning. I implemented numerous updates to the support system and processes to improve, streamline, and automate parts that were bottlenecks and costly to the business. I also supported various other initiatives, such as migrating to Salesforce the EV charging subscriptions, billing, incident management, and optimised the customer retention workflows.

- UX initiatives aligned with business metrics—KPIs, MRR, CLTV, and retention—to support revenue lift and profitability targets.
- Established Design Systems Architecture using design tokens, atomic design, and component governance across web and mobile platforms.
- I introduced data-informed design and quantitative analysis to guide roadmap prioritisation and product-market fit validation.
- AI-enhanced design workflows automated design governance and quality control, enabling rapid concept validation through generative AI support.
- Delivered high-fidelity prototyping and interactive flows optimised for rapid market validation and discovery sprints.
- Accessibility audits and remediation programmes achieved WCAG 2.2 AA compliance.
- Customised Salesforce Lightning architecture to improve agent productivity, customer retention outcomes, and operational efficiency.
- Key Tools: Figma Variables & Tokens Studio, Google Analytics, Hotjar, Miro, Jira, Confluence, Slack.

Want to know more about this project? [Read the full Case Study](#)

JAN 2022 – JUN 2022

UX LEAD

SALESFORCE, MADRID



Directed the enterprise UX transition to Salesforce Lightning for Roche, a pharmaceutical and diagnostics leader with more than 100,000 employees worldwide. Roche is the world's largest biotechnology company. Leading provider of cancer treatments, in-vitro diagnostics, and personalised healthcare solutions. I designed Salesforce Lightning control systems to help Roche optimise their product cycles and pharmaceutical inventory workflows across their European operations.

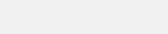
- I led a cross-functional delivery team of 2 product designers, 2 project coordinators and 4 engineers, owning design execution, delivery planning and stakeholder alignment.
- Organised numerous Discovery sprints and design thinking workshops to align product scope with business KPIs. as well as framework for compliance requirements and pharmaceutical regulatory constraints.
- The project involved designing a greenfield enterprise platform for product onboarding, ordering and inventory automation, I had to ideate solution that will replace the legacy system with no existing internal reference architecture.
- I also defined end-to-end workflows for product integration into Salesforce, including inventory lifecycle, availability logic and operational handover processes.
- Designed low- and high-fidelity prototypes in Figma, covering sales, operations and support roles.
- Hel regular stakeholder management meetings to secure organisational buy-in for the new operating model and platform architecture.
- Customised Salesforce Lightning components to efficiently support the products lifespan, order processing and customer workflows.
- Worked closely with engineering and product leadership, for the technical feasibility assessment and sequencing of the legacy system migration and data transition.
- Key Tools: Figma (Desktop & Mobile Lightning Experience), Salesforce Lightning Components, Miro, Jira, Zeplin, Microsoft Teams.

Want to know more about this project? [Read the full Case Study](#)

JAN 2021 – MARCH 2022

UX LEAD

LIVE INTERACTIVE / BAD HOMBRE, SOFIA-DUBLIN



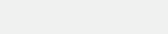
Live Interactive (now Bad Hombre Gaming) is a crypto casino platform provider founded in 2019 in Sofia, Bulgaria. Starting as a B2C online casino, the platform I designed was so successful the company pivoted to B2B, becoming a white-label casino and sports-book solution provider serving operators globally. The turnkey platform now powers 5,500+ games across 50+ suppliers, with 8-week deployment for new casino operators. I led UX for the multi-tenant B2B2C platform serving operators and end users across regulated markets.

- Greenfield end-to-end user journeys for player onboarding, payments, wallet management, game discovery and account operations using funnel analysis and CRO.
- Information hierarchy and navigation architecture for complex multi-vertical products including casino, live casino and sports betting.
- Designed the vision and delivery for both product and marketing surfaces, overhauling brand identity and visual language across web, in-product UI and acquisition channels.
- Rapid high-fidelity prototyping for usability testing and qualitative validation of core flows: registration, KYC, deposits, withdrawals and gameplay entry.
- I was also a cross-functional mediator between operations, compliance and engineering—translating regulatory, risk and platform constraints into executable interaction models.
- Direct partnership with CEO, CTO, Product and Marketing leadership on product direction, roadmap prioritisation and technical feasibility assessment.
- Established UX processes, ideation workshops and design handoff standards to support scalable delivery across multiple operators and deployments.
- Content strategy, interaction patterns and UI components aligned to acquisition, retention metrics and player lifecycle management.
- Key Tools: Figma, Adobe Creative Suite, Lottie, SVG Motion, VWO (A/B Testing), Google Analytics, Slack, Jira.

FEB 2020 – DEC 2020

UX LEAD / PRODUCT DESIGNER

NETREFER, MALTA



NetRefer is a leading AI-powered affiliate marketing platform serving the iGaming, Forex, and finance industries since 2005. I consulted on their large-scale affiliate and advertiser management platform, redesigning and simplifying the complex rewards engine—the system that manages performance-based payments, commission structures, and automated affiliate payouts across high-volume programs for clients like Stake, BetMGM, and Kindred.

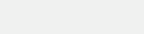
- Quantitative analysis and user research informed product-market fit and roadmap prioritisation.
- I designed pattern libraries and early design system foundations supporting multi-product scalability.
- High-fidelity prototyping and interactive flows delivered validation through A/B testing and usability benchmarking.
- Commercial strategy and go-to-market initiatives benefited from competitive analysis and market positioning research.
- I created Storybook components and led the front-end dev team, establishing design system standards and ensuring pixel-perfect implementation of UI designs. Bridged design and development by defining component architecture and conducting code reviews to maintain design consistency.
- Key Tools: React, Storybook, Figma, Google Analytics, Jira, Confluence, GitHub (Code Reviews).

Want to know more about this project? [Read the full Case Study](#)

DEC 2020 – JAN 2021

UX LEAD DESIGNER

EUROPEAN COMMISSION, BRUSSELS



Led UX design for HERMES, the Commission's physical Archiving platform with records management system serving 30,000+ staff across EU institutions. I designed a hybrid digital-physical archiving platform with multi-level security clearance protocols, time-based declassification workflows, and role-based access control—managing both electronic and paper records with varying security levels per document, per user, and per retention period. The system replaced legacy paper-based processes, ensuring legal compliance and operational continuity for classified and sensitive institutional records.

- Greenfield workflows for a hybrid archiving system handled online documents and physical files with expiry dates, retention policies and controlled access rules.
- I modelled complex permission structures with multiple user roles, clearance levels and access lifecycles—including temporary access, audit visibility and archival lockdown states.
- End-to-end processes defined for document intake, classification, retention scheduling, access approval and secure disposal across digital and printed records.
- User-centred and data-informed design reduced human error in legally sensitive workflows involving access approval, expiry handling and record validation.
- Discovery workshops and Agile ceremonies aligned legal, operational and IT stakeholders on problem definition, regulatory constraints and delivery priorities.
- Data-dense administrative interfaces optimised for accessibility, assistive technology compatibility and high-volume operational use.
- Working closely with security and compliance stakeholders, I ensured traceability, audibility and operational reliability of the new archiving workflows in a previously uncharted domain.
- Key Tools: Lucidchart (Complex Permission Modeling), Figma, HERMES Proprietary Archiving System, Microsoft Teams, Jira.

Want to know more about this project? [Read the full Case Study](#)

SEPT 2016 – AUG 2019

LEAD UX DESIGNER (PREVIOUSLY SENIOR UX/UI DESIGNER)

FAIRPLAY BV | NETHERLANDS & MALTA



Conceptualised and executed the end-to-digital brand identity for one of the Netherlands' most prominent gambling authorities. Transitioned a land-based casino into a high-performance responsive web platform.

- Product strategy & design: Led the full-cycle UX/UI design for the responsive web platform, focusing on high-conversion touch-points including the registration funnel, game lobby, and intuitive user profile dashboards.
- Design system ownership: Built and maintained a comprehensive centralised design system and UI kit, ensuring visual harmony across the casino platform and all multi-channel marketing initiatives.
- Multi-channel marketing: Directed the creation of 130+ digital projects, including 120 static web campaigns and 30 dynamic social media campaigns, utilising After Effects and Lottie for high-engagement motion assets.
- Affiliate ecosystem: Developed a library of high-converting landing pages and affiliate assets to scale user acquisition during the brand's digital expansion.
- Technical collaboration: Partnered directly with engineering teams via Jira, Sketch, and Zeplin to ensure design fidelity and seamless implementation of complex features like bonus systems and payment interfaces.
- Business impact: Established the visual and functional foundation that enabled the brand's successful digital launch, contributing to its current standing as a leading regulated operator in the Dutch market.
- Key Tools: Sketch, Adobe Creative Suite (After Effects, Photoshop, Illustrator), Zeplin, Jira, Lottie.

Skills and technical capabilities

I'm tool-agnostic and goal-driven. I adopt the stack the teams are using.

PRODUCT DESIGN & CRAFT

- Design Systems
- Architecture; Design Tokens
- Figma Enterprise (Variables, DevMode)
- Atomic Design
- High-Fidelity Prototyping
- WCAG 2.2 AA Compliance
- User Research.

DESIGN LEADERSHIP & STRATEGY

- Product Strategy
- Outcome-Driven Design
- Design Operations (DesignOps)
- Agile/Scrum
- Stakeholder Management
- Discovery Sprints
- Roadmap Prioritisation

EMERGING TECH & IMPLEMENTATION

- Generative AI Workflows
- AI-Enhanced Design
- Low-Code (Webflow, Framer)
- HTML5/CSS
- Salesforce Lightning Architecture
- Accessibility Assessment.

DATA & BUSINESS METRICS

- Conversion Rate Optimisation (CRO)
- Funnel Analysis
- Key Performance Indicators (KPIs)
- CLTV
- MRR
- A/B Testing
- Retention Metrics
- Data-Informed Design

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