



**Lyubomila Terziyska**  
UX/UI Designer - Sofia, Bulgaria

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lterziyska

**Hi! I am a freelance UX/UI Designer based in Sofia who enjoys creating delightful human experiences. My goal is to join an amazing team, to solve problems, learn from while leaving positive impact.**

EXPERIENCE

**Freelance UX/UI Designer · KIDS DESIGN STUDIO**

Jan 2025 - current

**Business Intelligence Analyst · INDEAVR**

Sept 2024 - Jan 2026

- Gained deep knowledge of data modeling, data cleaning, data relationships.
- Developed a dual perspective on business performance — analyzing company-wide operations holistically while tracking each team's KPIs and their contribution to overall organizational outcomes.
- Weekly reporting of client's project to the clients and defining scope.
- Analyzing and visualize synthesized data in visual appealing and understandable way based on complex logic.
- Gained deep understanding of Microsoft Fabric tools, mainly focused on PowerBI.

**Business Intelligence Analyst · eBag.bg**

Dec 2023 - Aug 2024

- Developed deep understanding of SQL language
- Gained experience with optimizing current reports with more visual appealing and understandable way.
- Shaped my communication skills with the different internal teams with their specifics
- Achievements in creating and optimizing data visualizations, dashboard and storyboards in TABLEAU.
- Gained deeper experience with TABLEAU software

TOOLSTACK

SKILLS

- Adaptable
- Team working
- Curious
- Empathetic
- Fast-learner
- User/Market research
- Design Thinking
- Prototyping
- Design Systems & Variables
- Analysis
- UI Design

EDUCATION

**Bachelor Degree in Marketing & Brand Management**

Sept 2012 - June 2015 · MTM College, Sofia, Bulgaria

**UX Career Accelerator BOOTCAMP · UXCA**

May 2025

**Responsive Web Design HTML5,CSS3,bootstrap · UDEMY**

July 2025

**Figma UI UX Advanced · UDEMY**

Feb 2025 - April 2025

**UX/UI Design Academy · SoftUni**

Jan 2025 - June 2025

**Digital & Analog photography · NATFA Academy**

2012 - 2013

INTERESTS

- Film photography
- Videography
- Art, Design, Advertising
- Sourdough Baking
- Extreme sports
- Yoga
- Camping
- Dogs

References available on request