Lyubomila
Terziyska

(She/her)

Contacts:

Location: Sofia, Bulgaria
phone: +359 895 267 681
email: lyubomila.terziyska@yahoo.com
portfolio: https://terziyska.website

Languages:
- English
- Spanish

Education:

Bachelor Degree in Marketing and Branding
Sept 2012 – June 2015
MTM college, Sofia, Bulgaria

Additional courses:

UX Career Accelerator Bootcamp | 2025, 10-11 May
UXCA

Figma UI UX Advanced | 2025, Feb - April | Udemy
Web Design: Figma to Webflow | Feb - current | Udemy
UDEMY

UI Design | 2025, Feb-March
UX Design | 2025, Jan-Feb
Graphic Design with Illustrator | 2018, Noe
Graphic Design with Photoshop | 2018, Oct
Design Fundamentals | 2018, Sept
SOFTUNI

NATFA academy | 2012 - 2013
Digital & Analog photography
6 months course

Tech Stack
FIGMA
HTML+CSS
WIX Studio
Webflow
Photoshop
Lightroom
Adobe Premiere Pro
Power BI
TABLEAU
Excel
SQL
VBA

About me:

I'm always smiling and positive.
Hardly stand in one place, I need to move almost constantly which is why is the love for extreme sports and nature.
My other big passions are painting, photography and baking bread. Yes, I live the song Baker Man. When I am not working, you can find me in the nature, skiing, kiting, camping or just hiking with my furry dog friend.
Last, but not least, I am curious person and get passioned about anything that awakens the mind and body.

Work Experience:

Freelance UX/UI Designer / Jan 2025 - current

Business Intelligence Analyst / 2024 Sept – 2025 Jan
INDEAVR Bulgaria / Consulting & Tech / B2B

- Gained deep knowledge of data modeling, data cleaning, data relationships.
- 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 Power bi

Jr. Business Analyst / 2023 Dec – 2024 Aug
eBag Bulgaria / FMCG sector & online sales

- 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

Regular QA / 2022 Oct – 2023 Noe
Ipsos Bulgaria / Market Research

Junior QA / 2021 Oct – 2022 Sept
Ipsos Bulgaria / Market Research

- Gained technical knowledge in the scope of conducting online surveys for different services
- Working in a team I was able to achieve and gain experience in working on multiple various complex survey projects.
- Developed experience with VBA and SQL languages.
- Main focus was on developer's script validation testing, based on customer documentation requirements.

QA intern / 2021 July - Oct
Ipsos Bulgaria / Market Research

Junior QA / 2020 Nov – Dec
Delivery Hero Ltd. (ex. Foodpanda.bg) / FMCG & online sales

- Learned how to bug report via JIRA software

Restaurant Marketing Executive / 2018 Sept – 2020 Oct
Delivery Hero Ltd. (ex. Foodpanda.bg) / FMCG & online sales

- Plan, execute and manage marketing action plans for the assigned clients (the restaurants).
- Plan, order and monitor brand packaging for food delivery of the company and for the clients.
- Delegated 3-month budget. Monthly cost and campaign reporting.
- Strong and active communication between sales, marketing team, print and media house and the clients.
- Active communication with central team for forecasting on branded packaging.

Achievements:
- Product brand catalog
- Winning the streets campaign: Attack the cities with brand visibility for vendor site.

Sales & Marketing Specialist / 2018, May - Aug
Olympus Dairy Industry S.A. / FCG & online sales

- Gained real experience with competitors market research.
- Prepare marketing presentations for trends and competitors.
- Internal reports on activities (BTL, ATL, OOH, Social).
- Suggest and create corporate promotional prints, presentations and leaflets.
- Preparing Action plans for sampling for in-store promos.
- Propose and coordinate designs for new product labels together with the print house.
- Working on updates of old label designs together with the print house.

Achievements:
- Updates on old label designs
- Manage to change the labor contracts for all employees for more transparency and details benefiting the employee staff.