

Nikola Velev



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Senior Product Designer

Product designer focused on complex enterprise platforms, commerce experiences, and system-level problems. I turn fragmented systems, workflows, and business rules into clear strategy, product direction, and buildable end-to-end experiences.



Senior UX Designer / Product Designer

2021 - 2026 | Bulgaria, Remote

- **Platform scale:** Led platform UX strategy for Dell's Content lane, defining a future-state operating model across 40+ fragmented tools in a global enterprise ecosystem
- **Investment direction:** Turned discovery across 50-60+ touchpoints into build-vs-buy direction, informing SteerCo discussions and a funded \$80-120M platform path.
- **Vendor evaluation:** Designed the decision framework for a CMS PoC across 3 vendors and 100+ capabilities, enabling a structured comparison that supported final vendor direction and a multi-million deal path.
- **Phased strategy & execution:** Defined a phased taxonomy approach that enabled tagging 4,000+ pages in 1 month and laid the foundation for AI readiness and personalization.
- **Offer configuration:** Designed end-to-end configuration flows for the first 3 SKU-less offers in Dell Premier, translating complex offer logic into buildable customer scenarios.



UX/UI Designer and Design Team Lead

2017 - 2021 | Bulgaria, Remote

- Led design across 5 domestic and 1 international education platforms, partnering with leadership on product priorities, core journey redesigns, and end-to-end experience improvements
- Helped establish SoftUni's design system, designed SoftUni International, and mentored designers while staying hands-on in research, prototyping, testing, and stakeholder collaboration.

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Focus

platform strategy systems thinking

discovery stakeholder alignment

service design

executive communication

Education



Interaction Design Foundation

Human-Computer Interaction - HCI

* Distinction: № 1 learner in Bulgaria



Telerik Academy

Complete UX / UI Program



Interaction Design Foundation

Design Thinking

* Distinction: Top 10 in class



New Bulgarian University

Design and Visual Communication

Earlier Experience

Product, UX/UI, and Visual Design

