




## Nikola Rumenov

print & interface designer

Creative graphic and interface designer.  
Advertising campaign manager from A to Z.  
Experience leading small teams and as a soloist. In love in art as general.

 bg1300@gmail.com

 0897 72 85 86

## Full Portfolio

[www.takemehe.me](http://www.takemehe.me)

## Lead Designer

UBOX.bg / 2022 - 2024

The idea was to create an online marketplace where customers could buy products and services, as well as pay and manage their household bills. With each purchase, they accumulate credit (Ubox points), which can be used for future purchases and payments on the site. In this way, we created a business ecosystem that benefits and facilitates users - especially in smaller settlements with limited access to goods and services.

I am proud to say that I was a key contributor to the project in terms of designing the platform and its user interface. Together with our team, we developed the core user persona research, prototyping models and user journey mapping. We also developed an AI tool to restructure the incoming databases from our partners (external traders) and harmonize them with our internal nomenclature.

## Senior Graphic & Web Designer

Hot Communication / 2017 - 2022

This is where my management skills, developed during my freelance years, came into play. I developed and managed entire campaigns - from planning and budgeting, through conceptual projects, to realization in the printing house and the distribution of the finished materials. I also began actively using WordPress to build websites, making extensive use of the Elementor page builder.

## Freelancer

Inat Design / 2012 - 2017

The years I worked as a freelance graphic designer made me look at the industry from all angles: as a designer and creator, as a salesperson, a client, a contractor and a coordinator, responsible for ensuring projects are completed on time. Everything depended entirely on me - including myself :)

Over these few years, we created dozens of successful campaigns for established brands such as Nova Brazilia, Jacobs Coffee, L'Or Coffee, Illy Coffee and Senseo Coffee. Outdoor advertising, POS materials, and promotional websites were the main focus of these campaigns.

## Skills

- Creative graphic design
- User Interface - Web & App
- Project Management
- Prepress
- Branding & Identity
- Packaging Design
- Photo Retouching
- Photo Manipulation
- User Research & Testing
- Prototyping & Wireframing
- Interface Interactions
- Copywriting
- Photography
- Video Editing
- AI Enthusiast

## Tools

Adobe Photoshop	● ● ● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ● ● ●
Adobe InDesign	● ● ● ● ● ● ● ●
Adobe Premiere Pro	● ● ● ● ● ● ● ●
Adobe After Effects	● ● ● ● ● ● ● ●
Adobe Audition	● ● ● ● ● ● ● ●
Corel Draw	● ● ● ● ● ● ● ●
Figma	● ● ● ● ● ● ● ●

## WEB

HTML, CSS, WordPress,  
Elementor, MySQL, SEO

## Graphic Designer

### Vertigo Advertising / 2010–2012

We created the first brochure Sunny Beach Info Guide. This meant remote collaboration with external authors, travel agencies, real estate companies, hotels, restaurants, attractions and even air conditioning equipment companies. Naturally, all materials had to be coordinated and collected within a deadline.

## Graphic Designer

### X-Design Group / 2008–2010

An advertising agency with several printing machines and a metal workshop for outdoor advertising structures and lightboxes. I also worked as an operator of a Roland large format printer. Here I gained substantial experience in the technical execution and installation of various outdoor advertising projects. We branded hundreds of locations with Shumensko Beer, Tuborg and Carlsberg ads.

## Graphic Designer

### Abriss Design Center / 2006 – 2008

An advertising agency with both its own printing house and a network of 160 billboards across the country. This is where I created my first catalogs and packaging designs and took my first steps in web design. The experience I gained during my internship with the printing house was extremely valuable. We work with brands like Triumph Lingerie, Chopard Diamond, Kenvelo, Panino, Mall of Sofia and Sofia Central Bus Station.

Abriss also had its own professional fully equipped photo studio. This allowed me to start learning product photography through practice. In the winter of 2006, I photographed and photo edited all products needed for the Christmas catalog of the Bonjour store chain - over 400 of them.



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## Soft Uni Certificates



UI Design Advanced  
UX Design Advanced  
Retouching in Photoshop  
Premiere Pro Advanced  
After Effects

## LinkedIn Skill Assessment Test Passed

- ✓ Adobe Photoshop
- ✓ Adobe Illustrator
- ✓ Adobe InDesign
- ✓ Adobe Premiere Pro
- ✓ WordPress

## Personal Background

Born into the family of an artist and a journalist in the heart of Sofia, Bulgaria. In other words exactly at the spot where colors and letters meet each other.

I love the challenge of facing the blank page every day. The dynamic nature and the diversity of projects in our work. The feeling of speaking to public, through the means of visual language. Always listen carefully to what they "hear." I love immersing myself in my work for hours in search of a small "Eureka" moment. With understanding that the artificial intelligence will change the mankind, I am ready for the new challenges.



# Краве Сирене

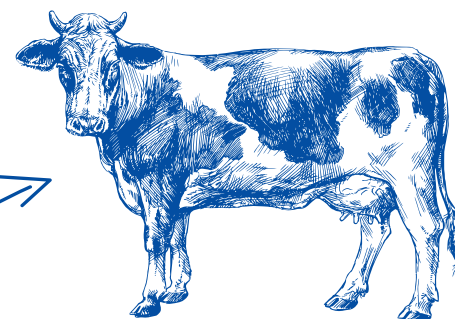
I had the privilege of developing the first creative packaging project in Bulgaria for the global brand Président - white cow's milk brined cheese. A privilege and a responsibility.



prepress



design



concept

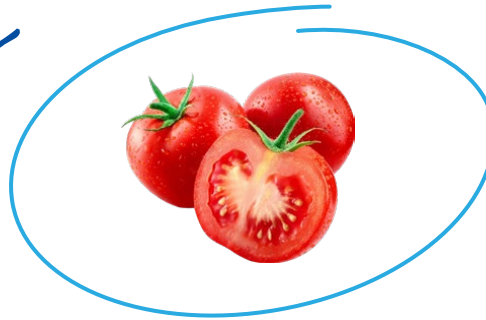


## My job:

The development of the initial concept, design, prepress, and production of the final print-ready files.



fresh!



3002



3302



The product is positioned in the high-end segment of the market. It enjoys strong interest among consumers who are willing to pay more for the quality guaranteed by the global brand.

Part of this campaign was also the creation of a special landing page dedicated to it.

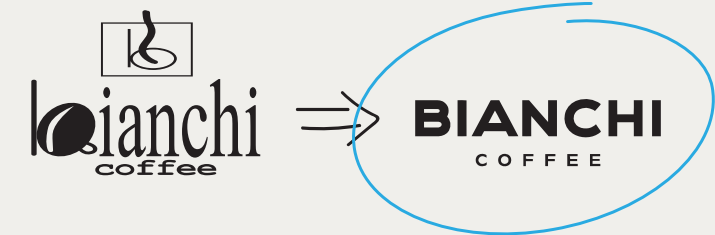




Bianchi Coffee has been on the market since 2007. With its own facilities for roasting, grinding, and processing the final product, the brand has gradually established itself as a leader in retail sales. Following modern trends and aiming to improve its retail positioning, the brand expanded its portfolio with localized products.

These are blends of ground coffee with a local origin – by continent or country. I created the brand's first product range line.

The first task undertaken by my colleague Gabriela was to refresh and stylize the Bianchi brand.





**REINVENT**  
the Timeless Classic  
**ITALY**



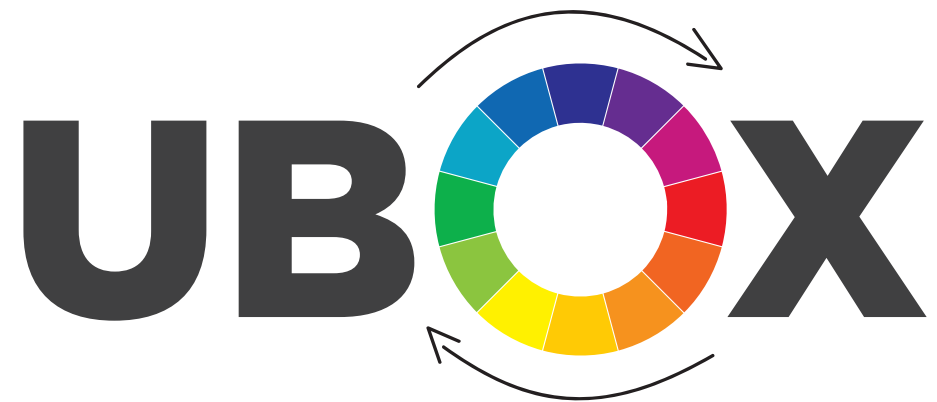
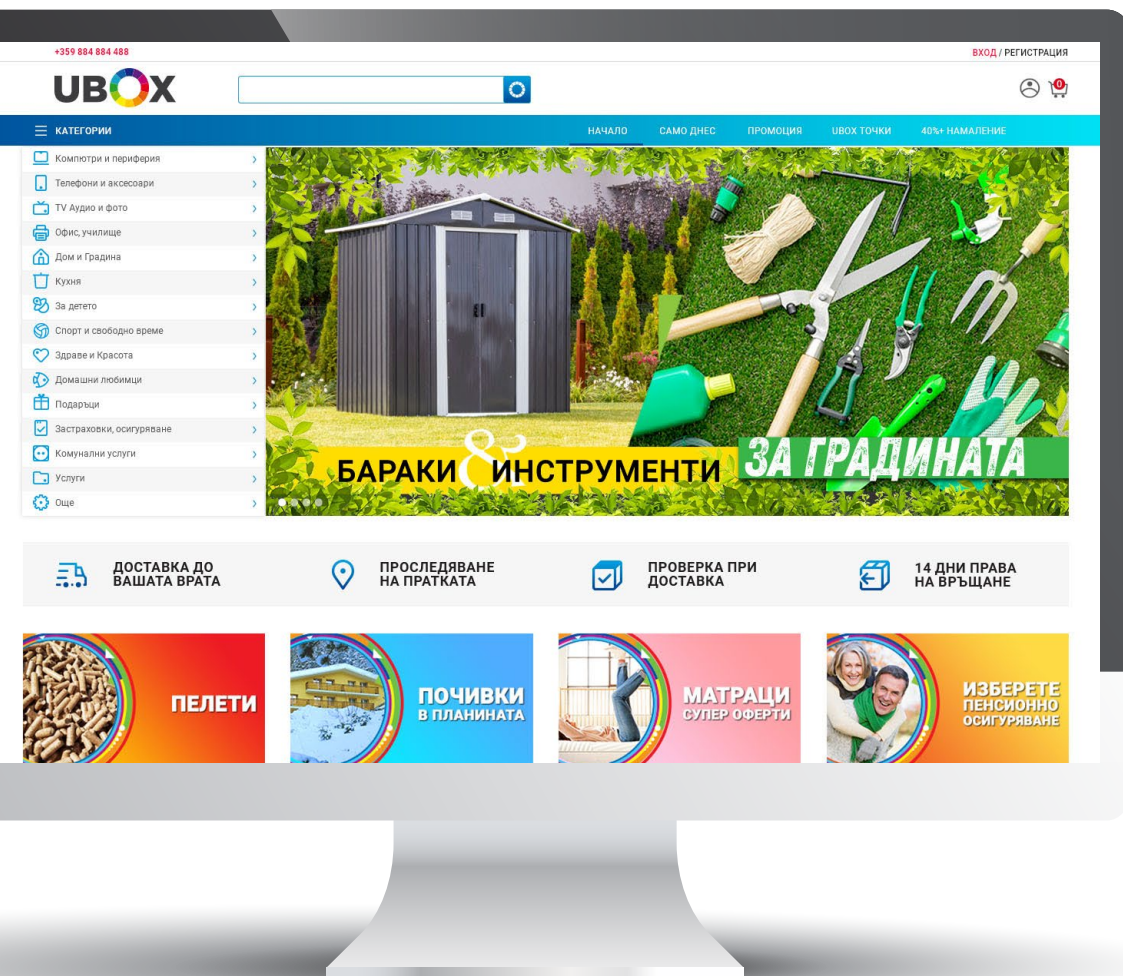


# AFRICA









Creation of an online marketplace for the needs of a large holding company.

The idea is to offer products from multiple different vendors, as well as cross-selling of services – tourism, insurance, medical services, utilities and many others.

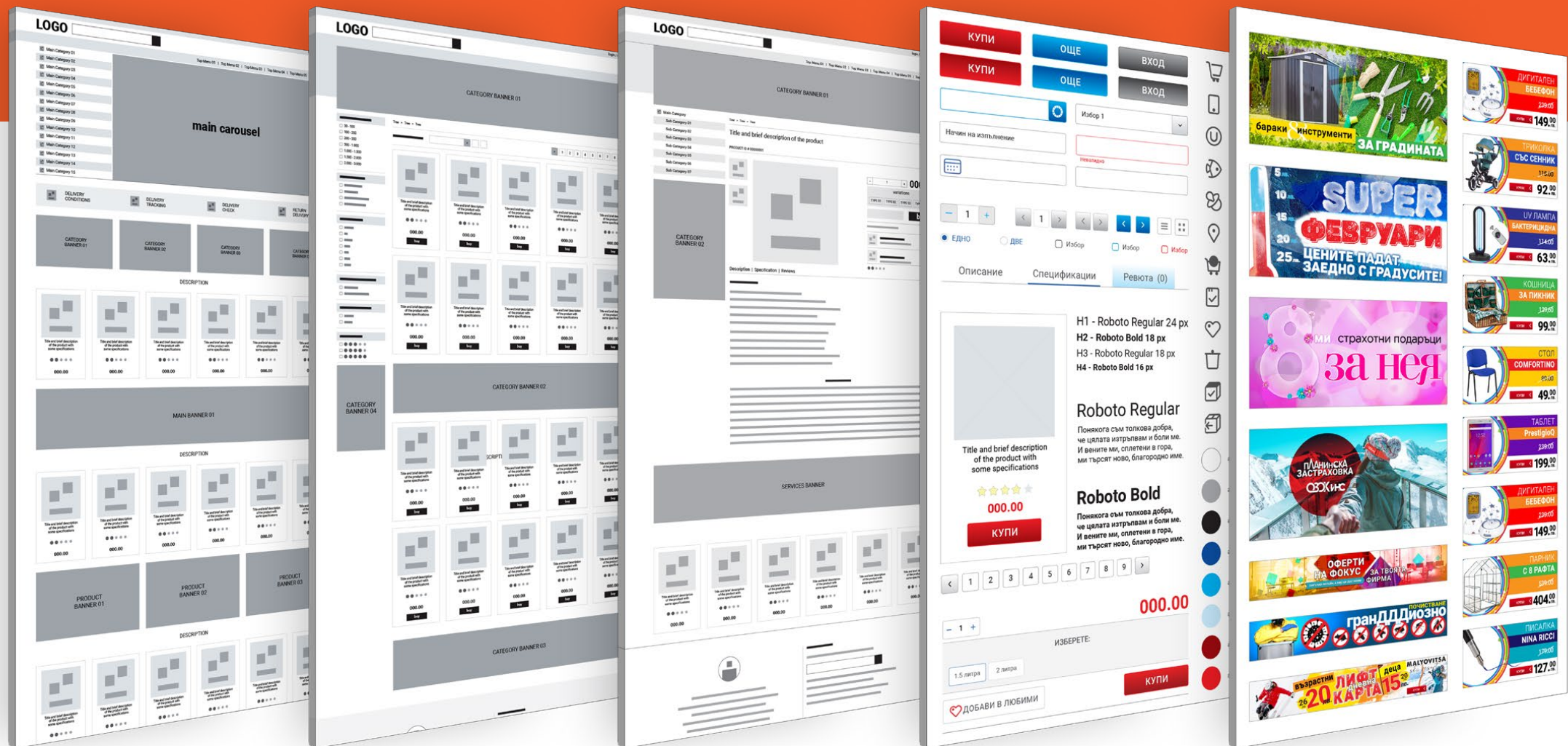
With every purchase, users earn Ubox points they can spend on future orders. This creates a successful commercial ecosystem, building a large solid base of loyal customers.



# My job:

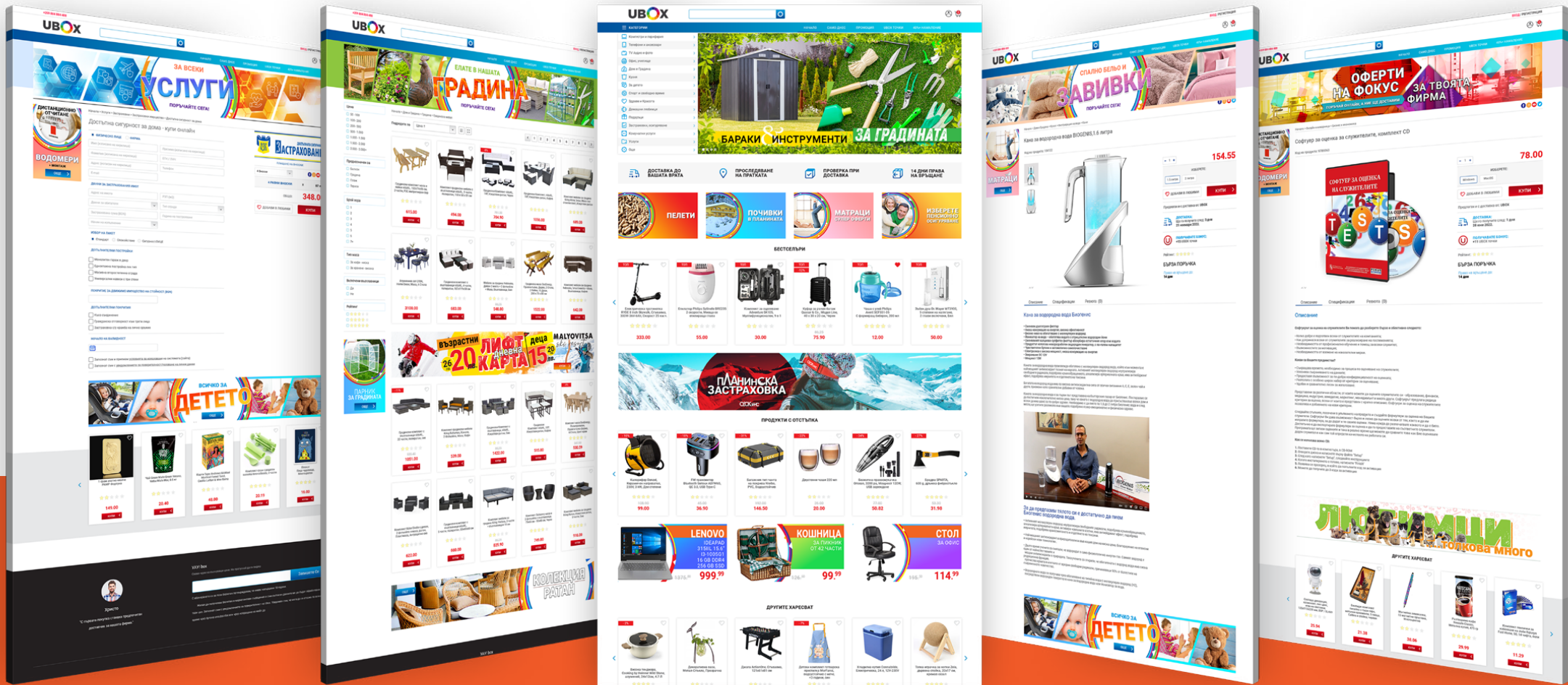
The entire platform was built from scratch, specifically tailored to our needs.

I led the UX/UI team that guided the project through all the key development stages: user research, defining key features, journey mapping, wireframing & prototyping, UI design & design system and usability testing.





UI design

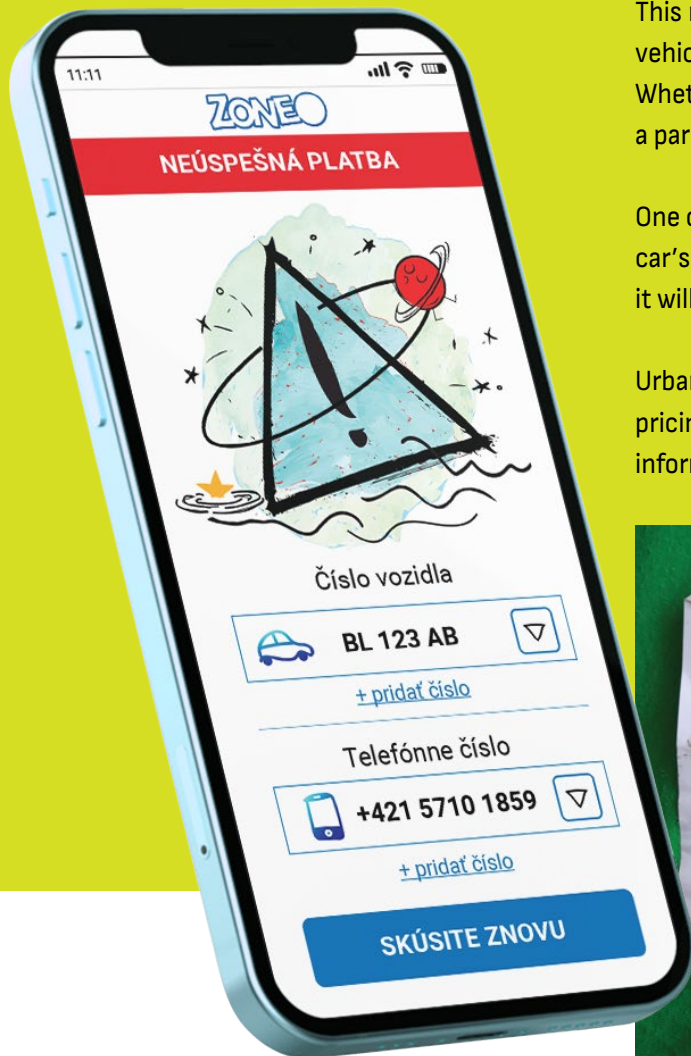


100 000+  
products reached  
in the secondy year

20 000+  
registered users  
in the secondy year

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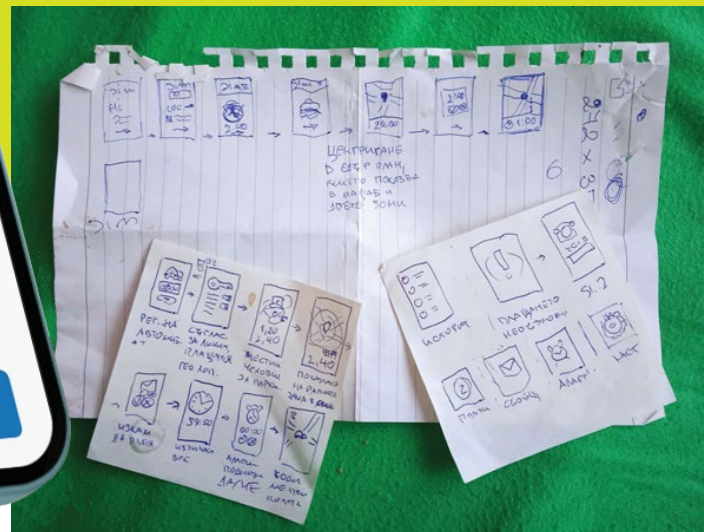
# ZONEO



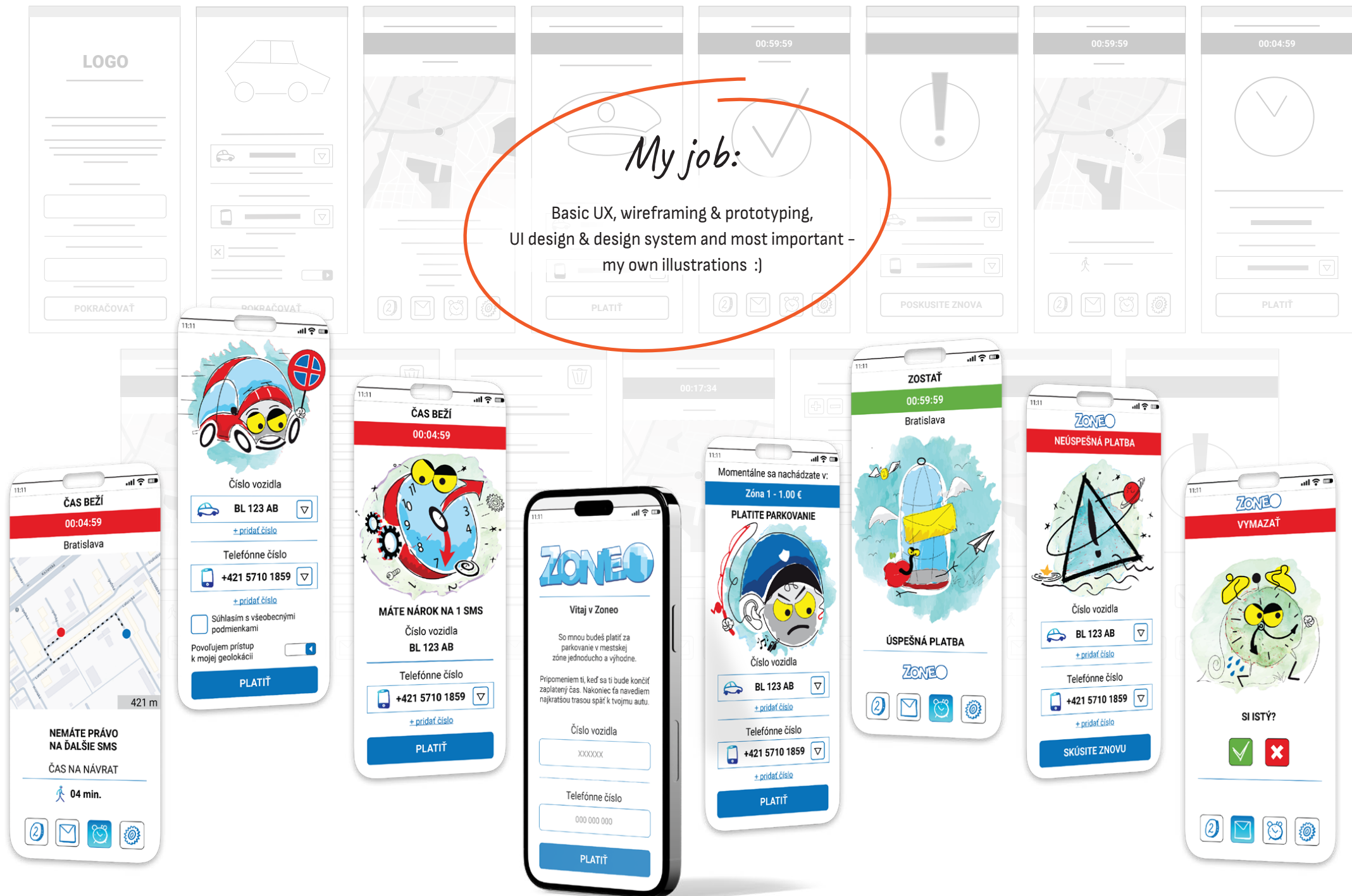
This mobile application offers a seamless and intelligent solution for urban parking management. For users with more than one vehicle, the app allows you to save and switch between multiple license plates, making it easy to manage all your cars in one place. Whether you're in a familiar city or exploring a new one, the integrated map guides you to nearby parking zones and lets you start a parking session in seconds.

One of the app's most practical features is the pedestrian navigation back to your vehicle. After parking, the app remembers your car's location and calculates the estimated walking time needed to return. As the end of your paid parking session approaches, it will notify you exactly when you need to start walking back, so you never risk a fine or overstay.

Urban drivers will especially appreciate how the app handles the complexity of multiple paid parking zones - each with its own pricing, working hours, and rules. The app automatically detects which zone you're in and provides clear, zone-specific information, ensuring you always park according to the current local regulations.





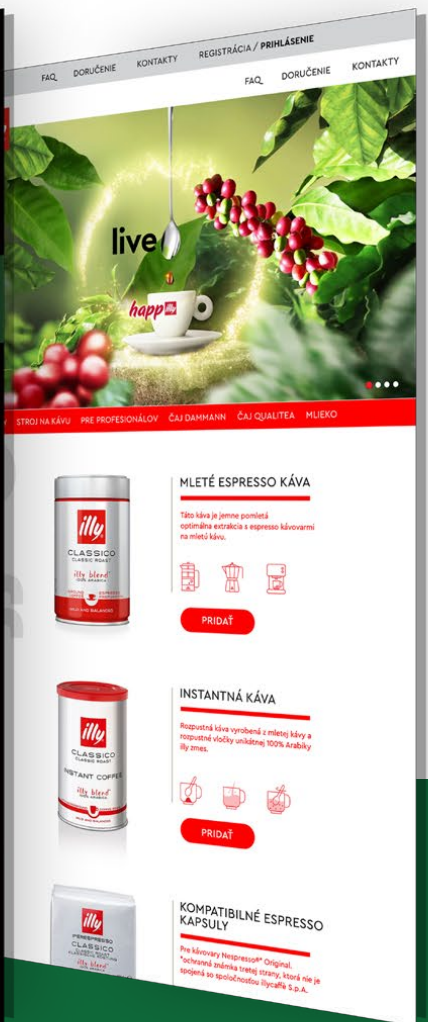




ДОЗИ







I created the design for a series promotional websites for these campaigns.

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open pit mining



author graphist



auditing



direct heating



military products



accounting



energy company



sports team



construction and interior



