Ema Dimitrova

A product designer and pioneering problem solver who bridges disciplines and delivers clarity.

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I'm a Product Designer specializing in complex systems, platform UX, and cross-team alignment for B2B, SaaS, and embedded products. I'm experienced in leading discovery through delivery, designing scalable design systems, and collaborating closely with product, engineering, and stakeholders. My background spans mobile, web, desktop, and embedded systems, with a strong focus on usability, accessibility, and pragmatic product outcomes in Agile environments.

Skills

Information Architecture; User Experience Design; User Research; Usability testing methods; Wireframing; Storyboarding; Rapid Prototyping; Figma; Adobe CC; Design Systems; Web and mobile UI Design; B2B/SaaS Product Design; HTML; Quality Assurance; Design Ops; Service design, Workshop Facilitation; Project and Team Management; Collaboration; Adaptability; Stakeholder Communication; Design Thinking; Problem Framing.

Work Experience

Senior UX Designer   02/2022 – Present
Futurice, Berlin
Clients: German Automotive, Bosch, Ashurst, RTL
• Leading end-to-end UX for multi-brand automotive interfaces turning complex vehicle user interaction and legal requirements into intuitive flows and UI components adopted by multiple stakeholders.
• Running lean UX research and prototype tests with target users and internal stakeholders to validate usability and flows, directly informing iteration cycles and release scope decisions.
• Partnering with product and engineering to de-risk delivery: translating edge cases and technical constraints into clear designs and specs, reducing back-and-forth in handoffs according to team feedback; facilitating stakeholder workshops and cross-functional rituals to align on goals, prioritize, and ship iteratively with a bias for action.
• Mentoring and coordinating a team of 9 designers over 2 years, aligning design direction and elevating quality through critiques, design ops, and shared libraries.

Senior UX Designer   09/2017 – 01/2022
Karlmax, Berlin
Clients: REWE, NovoNordisk, Notebooksbilliger.de, Mimi Hearing, WOW Tech
• Driving discovery, problem framing, and design sprints for B2B/SaaS and consumer apps, translating research insights into scope and MVP definitions that teams could ship quickly.
• Owning UX/UI for cross-platform iOS/Android and responsive web products from wireframes to high-fidelity specs, ensuring platform-native patterns and coherent multi-surface experiences.
• Launching 3 cross-platform mobile apps; contributed to the studio's first Flutter project presented at Google I/O 2018, showcasing early multi-platform delivery capabilities.
• Managing delivery timelines, scoping iterations, and coordinating stakeholders to reduce ambiguity and keep releases on track.

Web Designer   04/2015 – 04/2017
Acrolinx GmbH, Berlin
• Designing and building marketing websites and HTML email campaigns with accessible, responsive layouts, improving brand consistency across digital touchpoints.
• Implementing pages and components in HTML/CSS and WordPress, streamlining the design-to-dev workflow for faster content updates.
• Coordinating timelines and assets across design, marketing, and development to meet campaign and release deadlines.
• Documenting patterns and templates to enable non-technical stakeholders to update content with fewer design escalations.

Junior UX Designer   03/2012 – 05/2014
MeteoGroup, Berlin
• Designeding Android app UI and web interfaces, applying early mobile design patterns to deliver clear, glanceable weather information.
• Creating 200+ icons and visual assets that established a cohesive visual language across products and channels.
• Supporting brand refresh across digital and print, ensuring consistency and legibility in multiple contexts.
• Collaborating with developers to refine interaction details and states, improving clarity and reducing UI ambiguity.

Education

Diploma, Communications Design
University of Applied Sciences Potsdam, Potsdam
Specialization in Interface Design, Final Paper on Data Visualization of Energy Consumption via Smart Ambient Displays   09.2004 – 10.2011

Languages

English (C2), German (C1), French (B2), Bulgarian (Native)