

Ema Dimitrova

Lead product designer who specializes in stepping into uncertain situations and finding a way forward.

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My track record consists of working across platforms—from automotive to power tools—delivering results for both the business and its users. In past roles, I've navigated the shift from skeuomorphism to flat design, built zero-to-one health applications, and unified the UX of a multibrand automobile platform within six to eight months. I can do that for you.

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

Lead UX Designer | Futurice, Berlin

02/2022 – Present

Clients: German Automotive, Bosch, Ashurst, RTL

- Led end-to-end UX for multi-brand automotive interfaces, turning complex interactions and regulations into intuitive solutions.
- Ran lean research and prototyping to validate usability, directly shaping iterations and release scope.
- Partnered with product and engineering to de-risk delivery, translating constraints into clear designs and shipping iteratively.
- Mentored a team of 9 designers, driving alignment and elevating quality through critiques, ops, and shared systems.

Lead UX Designer | Karlmax, Berlin

09/2017 – 01/2022

Clients: REWE, NovoNordisk, Notebooksbilliger.de, Mimi Hearing, WOW Tech

- Led discovery and design sprints, turning research insights into clear MVPs teams could ship fast.
- Owned UX/UI across iOS, Android, and web, ensuring consistent, platform-native experiences.
- Launched 3 mobile apps; contributed to a Flutter project showcased at Google I/O 2018.
- Managed scope, timelines, and stakeholders to reduce ambiguity and keep delivery on track.

Web Designer | Acrolinx GmbH, Berlin

04/2015 – 04/2017

- Designed marketing sites and email campaigns with accessible, responsive layouts, improving brand consistency.
- Built pages in HTML/CSS and WordPress, speeding up design-to-dev workflows.
- Coordinated design, marketing, and dev to meet campaign deadlines.
- Created templates and patterns enabling non-technical teams to update content independently.

Product Designer | MeteoGroup, Berlin

03/2012 – 05/2014

- Designed Android app UI and web interfaces, applying early mobile design patterns.
- Created 200+ icons and visual assets that established a cohesive visual language across products and channels.
- Supported brand refresh across digital and print, ensuring consistency and legibility in multiple contexts.
- Collaborated with developers to refine interaction details and states, improving clarity and reducing UI ambiguity.

Education

Diploma, Communications Design | University of Applied Sciences Potsdam, Potsdam

09/2004 – 10/2011

Specialization in Interface Design, Final Paper on Data Visualization of Energy Consumption via Smart Ambient Displays.

Languages

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