



Borislav Dimitrov

Senior Product Designer · AI-native product design

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Sofia, Bulgaria · Remote

Senior Product Designer with 15+ years designing consumer products used by millions, at Bumble, SumUp, VMware and StudySmarter. I take features from evidence to production: I design in Figma, build working prototypes and features with Claude Code, and own the A/B test that decides whether it stays. I design AI products, including conversational and voice UI, and I use AI daily to work faster across the whole product loop.

Selected outcomes

StudySmarter

+12.6%

more new learners studying 2+ days a week after I redesigned the post-session flow (A/B, $p = 0.012$)

StudySmarter

+17%

Premium activations from Oral Practice v2, a voice AI tutor, in a 56k-user A/B test. Rolled out globally.

StudySmarter

~70

product initiatives designed in 2.5 years, from AI tutors to paywalls, many shipped and A/B tested

SumUp

-50%

fewer support cases about receipts in the first month after I launched customisable receipts

How I work

Evidence before pixels

I start with a written hypothesis and primary metric, backed by past experiments, analytics, user interviews and competitors. PRDs get an adversarial review before anything is built.

Designer who builds with AI

I vibe-code with Claude Code, turning designs into working prototypes and GitLab merge requests that engineers review, so ideas get tested in the real product, not just in Figma.

Systems over screens

At StudySmarter I maintained the live design system with AI. Before that, I built Paced's system from scratch and co-led SumUp's Circuit UI library.

AI-native design workflow

Claude Code connected via MCP to Figma, Amplitude, Jira, Confluence and GitLab, using our team's shared skills to draft PRDs, gather evidence, set up experiments and polish UI.

I own the outcome, not just the design

I set up the Amplitude experiment, verify tracking, read the results and decide: roll out, iterate or roll back, including my own features.

Mentoring & collaboration

I mentor mid-level designers and run design workshops and user research. I work closely with PMs and engineers, in product trios and a "product builder" model.

Experience

Senior Product Designer · StudySmarter (Vaia)

Mar 2024 – Sep 2026 · Remote (Munich)

AI study platform for students. I owned design for the HardCore team, which covered learning modes, the first learning session, Learn Path (structured, adaptive study plans) and Premium monetisation. I designed across ~70 initiatives and was design lead on 23 PRD-backed ones in the final year. 7 reached production as A/B tests and 5 were rolled out. I also mentored mid-level designers and ran design workshops and user research with students.

AI & learning experiences

- Oral Practice v2:** designed a voice-based AI learning mode end to end, with a zero-friction entry, conversations grounded in the student's own flashcards, two AI personas (Tutor and Examiner) and a three-free-session paywall. Premium activations rose 17% in a 56k-user test, and it rolled out globally.
- Post-learning session flow:** replaced a celebration modal with a full-page flow that plays back Learn Path progress and guides the next best action. The share of learners studying on 2+ days a week rose 12.6% ($p = 0.012$), and it rolled out.
- Homepage revamp:** rebuilt the homepage around Learn Path progress and A/B tested a task-list card against a single next-task card. The richer task list won on week-1 retention and rolled out.
- AI Assistant, AI podcast & inline explanations:** designed the in-app AI assistant, a podcast MVP generated from study material, and an explanation zone with follow-up questions and a Premium preview. I built the explanation zone myself.
- XP v2 gamification:** designed levels, rewards and earning across all modes, and tested it on ~14k new users. Streak formation rose 43%, but learning and retention didn't move, so I rolled it back. A gamification mechanic that moved only its own metric.

Growth & monetisation

- Was the designer in "Growzilla", a growth squad shipping weekly. I designed paywalls, upsell modals, Premium onboarding, a referral programme, cancellation flows with exit surveys, and fake-door tests (Apple/Google Pay, "parents pay").
- Designed Test Mode monetisation, a personalised free-trial cancellation flow with a counter-offer, and Learn Path Premium gating.

AI ways of working

- Built features myself with Claude Code and shipped them through GitLab merge requests: conversational onboarding on web and mobile, a reusable chat input, the inline AI explanation zone and a redesigned learn-mode footer.
- Ran the full loop alone in 10 days. I designed, built, instrumented and A/B tested a conversational onboarding flow, then removed it when the data didn't support it.
- When a "theory check-in" I designed cut session starts by ~10%, I diagnosed why, rolled it back and designed and built the replacement with Claude Code. It merged two explanation surfaces into one shared component.

Freelance Product Designer

Dec 2022 – Feb 2024 · Remote

- Hands-on design consultant for UK and EU startups, including **TulipShare**, **Fygo**, **Inflow** and **Cala**.
- Led product redesigns end to end, from research and strategy to final UI, and built design systems the teams could scale on.

Founding Product Designer · Paced

Feb 2022 – Nov 2022 · Sofia & London

First design hire at a startup building a calendar app that uses Apple Health data to help people avoid burnout.

- Led product design from zero for iOS and Android. I ran research with busy professionals who track their health, which led to a nudge-based model: "nudges, not nags".
- Created the design system from scratch: colour, a type hierarchy for time, events and insights, and components like insight cards that are shared across the app and the marketing site. Also designed the marketing website and blog.

Senior Product Designer · Bumble (Badoo)

Dec 2020 – Nov 2021 · Sofia & London

Revenue team for Badoo, one of the world's largest dating apps (380M+ registered users), on iOS, Android and web.

- **Two-tier Premium:** redesigned paid plans so each tier explains its value in context, as a system localisable by market. Early indicators showed better conversion in key regions.
- Mentored mid-level designers and ran design workshops and user research.

Senior Product Designer · SumUp

Jun 2019 – Dec 2020 · Sofia & Berlin

Fintech helping small merchants accept payments and run their business, on iOS, Android and web.

- **Customisable receipts:** designed self-serve receipt editing for branding and compliance, and validated it with merchants. Support cases on the topic fell 50% in the first month after the MVP launched.
- **Circuit UI:** co-led the redesign of SumUp's Figma component library: components, naming and usage guidelines.
- **Research culture:** ran research for every feature, including in-person merchant interviews with developers; mentored designers.

Senior Product Designer · VMware

Mar 2019 – May 2019 · Sofia

- Worked on vSphere, VMware's virtualisation platform, and ran a large user research study on its search.

Product Designer · Bumble (Badoo)

Dec 2016 – Mar 2019 · London

- **Lumen:** senior designer on Bumble's dating app for over-50s, from concept to its September 2018 launch. I led qualitative research with people aged 50–65, which shaped progressive onboarding and a trust-first, accessible UI.
- **Badoo apps & web:** shipped features to the iOS and Android apps and led the redesign of Badoo's landing page to sharpen the value proposition and raise conversion. Also designed Badoo Tech, the engineering blog, and internal tools.

Earlier roles

Digital Designer · Flipside Group

Jan 2016 – Dec 2016 · Guildford, UK

Designed websites and apps for agency clients, working with PMs and developers from brief to launch.

Mobile & UI Designer · MacroPinch

Sep 2013 – Dec 2015 · Sofia

Designed Android and iOS utility apps (Next Alarm, One Converter, Weather) and the company's mobile games.

UI Designer · Cayetano Gaming

Mar 2012 – Aug 2013 · Sofia

Designed casino game UI and the design system for converting Flash games into responsive HTML5 mobile games.

Web Designer · Rockstar.bg

Jan 2011 – Feb 2012 · Plovdiv

Redesigned djagi.com, a multiplayer online games platform, and designed new games for it.

Skills	Product: strategy, discovery, PRDs, prioritisation · Design: end-to-end, interaction & motion, conversational & voice UI, design systems · Research & data: interviews, usability testing, A/B experiments, metric analysis · Building with AI: vibe coding, AI prototyping, working in a codebase with engineers	
Tools	Figma · Claude Code · Claude · MCP · Amplitude · GitLab · Jira · Confluence · Framer · Miro	
Education	Graphic Design studies, New Bulgarian University · 2014 – 2016	Languages: Bulgarian (native), English (fluent)