

Aneta Doncheva

Product Designer / UI/UX Designer

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Professional Summary

Product Designer / UX/UI Designer with 9+ years of experience designing affiliate, casino, sports betting and content products. Focused on scalable UI systems, conversion-driven interfaces, responsive web experiences, and production-ready digital design across high-traffic content platforms.

Core Skills

Product & UX: Product Design, UX/UI Design, User Flows, Information Architecture, Wireframing, Prototyping, Product Thinking

Interface & Systems: UI Design, Design Systems, Component Libraries, Responsive Web Design, Mobile-first Design, Visual Direction

Product Areas: Affiliate Platforms, Casino Products, Sports Betting Products, Multi-market Content Products, Conversion-focused Journeys

Delivery: End-to-end Design Delivery, Developer Handoff, Design QA, Production-ready Execution, Cross-functional Collaboration, AI-assisted Workflows, Figma, Adobe XD, Adobe CC, ChatGPT, Codex

Professional Experience

Product Designer

iAffiliate / Oddspedia / LuckyLabs — Varna, Bulgaria

Aug 2017 – Present

- Owned UI design across long-term product iterations for affiliate casino, sports betting and content platforms, supporting high-traffic, multi-market content ecosystems.
- Shaped casino.online interface direction, page structures and responsive product screens with a focus on clarity, consistency and conversion-focused journeys.
- Translated product requirements into design system patterns, scalable content templates, production-ready assets and developer handoff documentation.
- Designed landing pages, review flows, promotional surfaces and bonus-related journeys for affiliate products across desktop and mobile contexts.
- Collaborated with product and development teams to refine UX decisions, support implementation quality and ship polished product interfaces.

Graphic Designer

Dimitrov Design — Varna, Bulgaria

Apr 2009 – Aug 2017

- Designed brand identities, advertising materials, print layouts, packaging-related visuals and client-facing assets across commercial projects.
- Managed design work from concept to final artwork, production files and feedback iterations with consistent execution quality.
- Built a strong foundation in typography, composition, layout hierarchy and visual systems.

Professional Experience (continued)

Graphic Designer

Different Media — Veliko Tarnovo, Bulgaria

Jun 2007 – Apr 2009

- Created campaign visuals, layouts, and advertising materials for client projects in an agency environment.
- Prepared print-ready files and supported day-to-day creative production, branding, and commercial visual communication.

Selected Projects

casino.online

Affiliate casino platform / Product UI

- Strongest launched portfolio project: product UI design for a high-traffic affiliate casino platform, spanning legacy improvements and relaunch work.
- Designed scalable page structures for review content, bonus systems, promotional modules, overview pages and repeat-use navigation.
- Improved scanning, trust, visual consistency and responsive behavior across content-heavy product journeys.

bonus.org

Affiliate product / UX/UI modernization exploration

- Explored UX/UI modernization, visual redesign direction and page-level improvements for a secondary affiliate bonus product.
- Focused on clearer content hierarchy, conversion-oriented layouts and future-ready interface refinements.

Tools

Design: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe CC

AI Workflow: ChatGPT, Codex

Additional: Design QA, developer handoff, responsive design review, production-ready execution

Languages

Bulgarian - Native

English - Professional working proficiency

Education

MA Church Mural Painting

Veliko Tarnovo University “St. Cyril and St. Methodius” · Graduated 2004 · Veliko Tarnovo, Bulgaria

- Training in drawing, painting, composition, iconography, and church mural techniques, including real temple project work.

MA Computer Multimedia

Veliko Tarnovo University “St. Cyril and St. Methodius” · Graduated 2006 · Veliko Tarnovo, Bulgaria

- Multimedia studies connecting visual design, digital production, and interactive communication.