# pavel|

**Pavel Nedev**
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I'm a Product Designer with an insatiable curiosity, always seeking out thrilling challenges on uncharted horizons. I thrive on the cutting edge, where psychology meets UX, unraveling the intricate mental models of users to craft captivating and personalized experiences. With a diverse background spanning DeFi, SaaS Component Libraries, and Mobile Applications, I bring a wealth of industry expertise to every project. Get ready for an electrifying journey as I unleash my creativity to shape the future of design.

## interests

ai
defi
innovation
electronic music
automatisations
data analytics
going places
revenue ops
interactions
psychology
filmmaking
meditation

## languages

**English**
Fluent (CAE)

**Bulgarian**
Native

## education

**2023**
**Growth Design - Product Psychology Masterclass**
A comprehensive course in product psychology that places a strong emphasis on mapping user behavior and creating enhanced user journeys through the application of UX principles, mental models, and behavior levers.

**2021**
**Nielsen Norman Group**
• Information Architecture
• Persuasive and Emotional Design
• The Human Mind and Usability

**2014 - 2018**
**Coventry University**
**BA Graphic Design with International Work Placement**
First Class

**2010 - 2014**
**High School of Mathematics**
**Computer Graphics**
5 (Equivelent to 2:1)

## work

**Feb 2023 - Present**
**Smule**
In my role as a Product Designer within a monetization-focused squad, I actively engage in the Double Diamond methodology to guide and structure our design process. This approach allows us to thoroughly explore problem spaces, ideate potential solutions, validate them through rigorous user testing, and ultimately deliver impactful and user-centric products.

**Sep 2021 - Nov 2022**
**Thorus DAO**
Product Lead in 2 multi-milion AMM DeFi Protocols, responsible for complete platform design and research.

**Mar 2020 - Mar 2022**
**Progress Software**
UX Designer in the DevTools Division, working on Kendo UI Components & Design System.