

# Nikola Velev

Senior Product Designer who moves between systems-level strategy and hands-on interaction design - most recently across Dell's commerce platform, tied to an estimated \$100M+ business impact.

 Dell Technologies

## Senior Product Designer

Sep 2021 – Mar 2026

- Led platform UX strategy for Dell's Commerce Operations Content lane - moved 40+ fragmented tools toward a funded 5-tool future state; reduced tools per task from 3 to 1 in confirmed workflows; tied to an est. \$80M-\$120M cost-saving opportunity scoped by Dell's financial team.
- Designed Dell Premier's first self-serve subscription management experience - cut task completion from 5-7 business days to 6-11 minutes; self-service adoption moved from 0% to fully meeting launch targets across the US, Canada, and partner channels.
- Delivered SteerCo-commissioned Seller experience vision in 1.5 months - designed a 3-tier service model and AI-informed Seller Workspace consolidating 10 tools into one; concept approved and entered the Store domain roadmap (est. \$40M-\$60M annual cost opportunity).
- Won the Dell Innovation Award for redesigning a 4,000-page manual taxonomy workflow - built an automated integration that cut required fields from 15+ to 2-3 and reduced operator time to 3 minutes per page.

 SoftUni

## UX/UI Designer → Design Team Lead

2017 – 2021

- Built the design function from scratch - hired and led a team of 4, established the company's design system adopted across 5 platforms and 3-4 annual initiatives.
- Led end-to-end UX/UI across 5 education platforms - including an interactive coding environment with automated code feedback and an automated exam system - as company enrollment nearly doubled year over year.
- Designed SoftUni International, the company's first international brand, end-to-end.

## Earlier Experience & Freelance

2017 – Present

 perpetto

Conversion design & A/B testing for a SaaS platform.

 Google  
Digital Garage

Visual & web design; 15,000+ participants across 25 cities.



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## Skills

Service Design Platform Design

Enterprise UX Product Strategy

Workshop Facilitation

Design Sprints

### Domain

Commerce Platforms

B2B Enterprise EdTech

AI-Informed Products

### Tools

Figma FigJam Figma Make

### Research

UserTesting.com

### Collaboration

Jira Confluence

## Education

 IDEO U

Designing Strategy

 Interaction Design  
Foundation

Human-Computer Interaction (HCI)

 Telerik Academy

Complete UX/UI Program

 New Bulgarian University

Design and Visual Communication