EFROSINA BENOVA

Lead UX & Product Designer

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LinkedIn: linkedin.com/in/efrosina-benova Portfolio: pxdesign.space

SUMMARY

Design lead with more than 10 years in fintech, insuretech and enterprise SaaS, specialized in leading discovery workshops and research practices, and turning insights into user-centered solutions.

SKILLS & TECHNOLOGIES

Design & UX strategy: Scalable design systems and design documentation, UX governance, accessibility evaluations, UX maturity, DesignOps, workflow optimization

Design & prototyping: Figma, FigJam, Miro, wireframes, rapid prototyping, user flows, journey mapping, information architecture

Research & insights: Discovery workshops, contextual inquiry, interviews, usability testing, persona development, journey mapping, survey design, customer forums

Analytics & data: Google Analytics, Matomo, AI-powered data analytics.

Collaboration & leadership: Jira, Confluence, Notion, Dovetail; cross-functional team workflows; team management, mentorship, agile product development

AI Tools: Claude Code, Lovable, Figma AI, Cursor, SAP Joule, MCP servers

WORK EXPERIENCE

Lead Product Experience Designer - SAP

Feb 2026 – Present | Sofia, Bulgaria

- Leading UX design and product discovery for an internal AI-powered DevOps portal covering CI/CD lifecycle management and DORA insights, working in a product trio with a tech lead and a PM to turn user needs into roadmap decisions.
- Running research and UX audits, using AI-assisted workflows (Claude Code, SAP Joule) to speed up discovery and validate concepts.
- Driving design scalability in Figma within the SAP Fiori design system, from prototype to developer handoff, keeping the product consistent with the system's components and SAP product standards.

Engaged as a contractor; contract management provided by EPAM Systems.

Lead Product Designer - TIS (Treasury Intelligence Solutions)

Nov 2024 – Feb 2026 | Bulgaria / Remote

- Owned and led the complete redesign and UX improvement program for a Treasury Management SaaS solution. Partnered with 5 Product Managers representing different treasury domains and worked closely with developers, QA engineers, and technical writers to deliver a cohesive user experience.
- Built TIS's first research and discovery practice, diagnosed the root causes of user abandonment and support demand, translated research insights into a redesign strategy adopted by Product leadership.
- Led the platform redesign, reducing support tickets by 67%, increasing NPS from 5 to 8, and improving user satisfaction to 72%.
- Founded an internal AI prototyping ("vibe coding") initiative using Lovable and Claude to test ideas with users faster.

Product Design Manager / Senior Product Designer - Fadata Group

Apr 2021 – Nov 2024 | Sofia, Bulgaria / Remote

- Delivered a scalable, business-driven design system for SaaS insurance platform. Customer churn dropped 35% and CSAT rose from 52 to 75.
- Defined and executed UX strategy using the 4C model; facilitated design workshops, usability audits and accessibility evaluations with cross-functional teams.
- Managed and mentored a design team; raised UX maturity from emergent to integrated organization-wide.

UX / Product Design Lead - Codix

Dec 2016 – Feb 2021 | Sofia, Bulgaria (Hybrid)

- Led the product design process across the full lifecycle of an enterprise fintech SaaS platform.
- Built an in-house UX team from 0 to 8 designers in under two years; managed the UX/UI product backlog.
- Increased UX maturity from stage 1 to 5 in less than 3 years (NNG Maturity Model)

EDUCATION

Master's in Brand Management

New Bulgarian University | Sep 2021 – Dec 2023

Master's in Design of Digital Products and Websites

New Bulgarian University | Sep 2012 – Sep 2014

CERTIFICATIONS

- Learning Design Thinking: Lead Change in Your Organization – Product School
- Advanced Design Systems - Smashing Conferences
- UX Management: Strategy and Tactics - IxDF - The Interaction Design Foundation
- Enterprise Design Thinking Practitioner - IBM
- AI Product Ideation: Principles and Practical Applications – Product School
- Claude Code 101; Introduction to Agent Skills; Introduction to MCP - Anthropic

LANGUAGES

English: Full Professional Proficiency

Bulgarian: Native / Bilingual Proficiency

German: Elementary Proficiency

INTERESTS

Traveling, Photography, Books, Cooking