



HRISTO CHERNEV

LEAD DESIGNER / ART DIRECTOR 📍 SOFIA, BULGARIA ☎ 089 920 0689

◦ DETAILS ◦

Sofia
Bulgaria
089 920 0689
foboz7@gmail.com

Date of birth
24.03.1988

Nationality
Bulgarian

◦ LINKS ◦

[Portfolio](#)

◦ SKILLS ◦

- Leadership
- Social Media
- Print Design
- Cinema 4D
- Adobe InDesign
- Branding
- Adobe Illustrator
- Team Management
- Workflows
- Mentorship
- User Experience Design (UX)
- Adobe Photoshop
- Web Design
- Adobe XD
- Figma (Design Software)

◦ LANGUAGES ◦

- English
- German
- Bulgarian

👤 PROFILE

Multi talented lead designer with a vast experience in online gambling, poker, casino and commercial branding. Art director with a passion for leading and empowering everybody around. Optimizing workflows and studio processes and mentoring designers to push them to their best selves. Adept in communicating with Directors and other creative professionals to ensure their vision is fulfilled and enhanced through extraordinary designs.

📁 EMPLOYMENT HISTORY

Senior Designer UI/UX at WallexLab, Sofia
September 2022 — September 2023

UI/UX, Web design, Motion design, 3D, branding and print design for all events and brands of Wallex. All types of instruments used. Optimizing branding and rebranding outdated brands, attracting 30% new customers on the Bulgarian site and achieved 40% better CTR. Other duties included creating design systems and brand guidelines.

Senior Designer at Pokerstars, Sofia
January 2019 — September 2022

Co-Lead the Sofia Team for Pokerstars. My duties included coaching and mentoring the team, training for existing and new designers, as well as quality assurance. With my mentorship and workflow refinement we achieved 30-40% faster delivery times. We also increased the team's impact by taking on social media tasks by allocating team members to specific tasks thus creating more focused workloads.

Senior Designer at Chromeye Design / Betfair, Sofia
September 2015 — January 2019

Leading a 4-man design team for Betfair / Paddypower outsourcing that included prospects and CRM. Role included trainings, QA and guidelining templates and tools for more effective workflow. With these methods we achieved 50-60% faster delivery rates and lowered mistake probability by 70%.

Design Director & Founder at Pixel Perfect Ltd., Sofia, Bulgaria
August 2013 — Present

Crafting design experiences of all types - rebranding from 0-100, optimizing and redesigning existing assets and general queries. Crafting design experiences of all types - rebranding from 0-100, optimizing and redesigning existing assets and general queries. Design direction of branding and marketing materials, CRM and web design. Developing and maintaining brand identity guidelines that ensured consistent messaging across all channels for different clients.

Graphic and Motion Designer at Activtrades, London, UK
October 2014 — November 2015

Implemented an animation style that increased engagement on social media by 65%. Developed a range of marketing materials, including brochures, flyers, and presentations, resulting in improved customer engagement. Created a comprehensive style guide that standardized the design and branding of all company materials.

Designed a user-friendly, aesthetically pleasing website that increased user engagement. Developed creative solutions to complex design challenges. Utilized a variety of software to create high-quality visuals, including Adobe Photoshop, InDesign, Illustrator and Flash.

EDUCATION

Bachelor of Arts, New Bulgarian University, Sofia

September 2012

Professional, College, National School of Applied Arts, Sofia

September 2007 — July 2012

REFERENCES

- References available upon request