

# Ivan Ivanov

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## Short Bio

Ivan has been an influential contributor to the global CG art community since his teenage years. At the age of Seventeen he was awarded a scholarship to attend the Art Institute of California – San Francisco with focus on Media Arts & Animation. Months after he joined as a 3D Artist at the Creative Team at Autodesk Inc, San Francisco.

Upon his return to Europe, Ivan has been combining vision, technology and business understanding to help a number of startups and their ambitious leaders to define their brand strategies and customer experience.

Currently, Ivan is living in Berlin, maintaining the design and the product evolution of multiple apps with millions of users at Adviqo GmbH.

And despite Ivan's full time obsession with staying on top of the advancements in art and technology, he can be often found snowboarding untouched snow powder in the European mountains.

## Experience

### **UX Designer at Adviqo GmbH, Berlin**

*January 2018 – Present*

Product Design • Mobile Team

Responsible for the user experience of the company's mobile platforms. Concepted a Design System for a White Label with multiple brands. Envisioned new features and supported the evolution of the platforms. Implemented a facelift to the design system, while introducing a Dark Mode. Distributed the system from Sketch to Zeplin and from Sketch to Figma. Guided junior designers to use the system and help them to join the mobile team. Participated actively in the development process by creating and managing Epic user stories and their podcasts.

Concepted new apps, designed their brands, prepared their design systems, helped the development process, while supporting the marketing team to drive their campaigns.

### **Product Designer, Founder at Fragmental**

*April 2016 – Present*

- Prototyping • User Experience • Design • Product Design • Project Management

“We are a creative team of programmers and designers combining vision, technology and business understanding to help ambitious leaders define their brand strategies, customers’ experience and product presentation.”

### **UI/UX, VP Operations at J28 LLC, New York**

*March 2014 – March 2016*

- Software Design • Prototyping • Design Production • Operations

“Appoint Digital (formerly J28) is an experience design and development studio based in New York City and Plovdiv, Bulgaria. We help people and organizations realize their true potential by imagining, creating, and delivering elegant, meaningful, and contemporary communication tools.”

### **Creative Director at STS Soft SC - Bulgaria**

*January 2010 – February 2012*

- Design • Visual Design • Branding

“Big Data Solutions STS Soft provides cutting edge solutions for BigData applications. Our STSdb database provides 100x performance increase in data processing and indexing.”

### **3D Artist at Autodesk Inc, San Francisco**

*June 2006 – April 2007*

Produced visual content at the Autodesk Creative Team in San Francisco, CA.

### **3D Artist, Freelance at Turbosquid Inc, New Orleans**

*September 2005 – Present*

- Concept • Modeling • Texturing • Rendering • Product Management

Diamond level, SquidGuild, top rated 3D seller at the largest library of 3D products for sale in the world. Delivering professional 3D content for industries such as Advertising, Animation, Architecture, Education, Engineering, Film Production, Industrial Design, Interior Design, Product Design, TV Production, Video Games.

## **Education**

Art Institute of California – San Francisco

Bachelor of Science degree in Media Arts & Animation, 2005 – 2009