



Bo Chipev

More than 10 years of experience in creating software solutions that put the user first.

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Who am I?

A versatile UX professional with a researcher's curiosity and a strategist's mindset. My strength is in transforming deep understanding of the user's goals and needs into actionable design solutions and impactful product strategy. I aim to always champion the user's voice - from first concept through to launch.

Skills

Research: Usability testing, Interviewing, Surveying, A/B testing, Preference testing

Design: Concepting, Wireframing, Prototyping, Animations & Micro interactions, Design systems, Figma

Technical: Vanilla JS, Astro.js, CSS, Tailwind, SQL, APIs, Git, Docker

Management: Growth mentorship, Planning & organization, Prioritization (RICE Model), OKRs, Agile, Scrum

Soft: Stakeholder management, Critical thinking, Problem solving, Facilitation, Conflict resolution

Languages: English (C2), Dutch (C1), Bulgarian (Native)

Work experience

Senior UX researcher & user validation engineer @ tweakers.net (part of DPG Media)

2019 - present Amsterdam (hybrid)

Created user interfaces, flows, and interactions, grounded in extensive user research (surveys, interviews, forum analysis) for a product with 1.5M monthly active users.

Led the end-to-end validation of multiple large redesign projects, using:

- Usability testing (user interviews, observations, eye tracking, analysis & reporting).
- A/B testing (technical implementation and quantitative analysis).
- Beta testing (planning, execution, and synthesis of findings).

Facilitated design sprints, both in-brand and within the broader DPG Media organization.

Managed and developed design interns, overseeing day-to-day responsibilities and mentoring growth.

Represented the product research discipline in cross-disciplinary teams and decision making units.

Chaired the overarching organization's UX chapter, refining and shaping internal design and research processes as well as acting as liaison to senior management.

UX designer @ Qelp, now Foundever

2017 - 2019 Amsterdam

Instituted a structured design process for customizing a white-label solution for technical support specialists. Established a robust, repeatable set of steps during client design customizations projects.

Contributed with web and mobile application designs for brands such as KPN, T-Mobile US, Sony Playstation, Pearson Education, AT&T and many others across Europe and North America.

Mentored junior designers and front-end developers.

Work experience (cont.)

Generalist @ Cupenya (Rockstart Web/Mobile Accelerator Startup)

2014 - 2017 Amsterdam

Joined as the first non-founding employee, contributing across design, marketing, and product in a fast-paced startup environment.

Supported funding rounds with design and presentation materials that helped secure investment.

Collaborated with product teams to define and communicate the value proposition of an enterprise product, acting as the bridge between technical development and market positioning.

Technology & Science reporter @ capital.bg

2011 - 2012 Sofia, Bulgaria

Covered technology and science for Bulgaria's leading business newspaper and news site, building a strong foundation in software, business, and innovation trends.

Developed skills in research, analysis, and clear communication of complex technical topics to a broad audience.

Education

Design Thinking Certification

2023 Design Thinking Academy Amsterdam

User Experience Design & Research Certification

2018 - 2019 UX Academy, accredited by Caledonian University Glasgow

New Media & Digital Culture (Master's Degree)

2012 - 2014 University of Amsterdam

Journalism & Mass Communications (Bachelor's Degree)

2007 - 2011 American University in Bulgaria

Talks

A design system without a front-end framework?

A story of design systems, refactors, a designer writing code, darkmode and a few other spicy anecdotes.

2024 VGZ Headquarters, Arnhem

Strategic shift: Moving towards a vision-driven white label product

2018 Qelp, Amsterdam

Volunteering

Interactive Language Education for Children aged 3+

Developed an audio-visual experience as a web-application aimed at helping toddlers learn the letters of different alphabets and associate them with corresponding words. Built using Astro.js. Currently supporting Dutch, Lithuanian and Bulgarian.

2024

Team Vrijwillig (Gemeente Alkmaar)

Helping on an ad-hoc basis with municipal activities and events.

2021 - Present