



# KRASSIMIRA ROZENDAL

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## ◦ DETAILS ◦

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## ◦ LINKS ◦

[LinkedIn](#)  
[Portfolio](#)

## ◦ SKILLS ◦

Sketch
UI/UX design
UX research
Usability testing
Human Centered Design
Design Thinking
Concept Development
Design research
Quantitative research
Qualitative research
SPSS
Final Cut Pro
Google Analytics
Open Office
Content Management Systems
Project management
Event organisations
◦ LANGUAGES ◦
Bulgarian
English
Dutch

## 👤 PROFILE

Educated as a social researcher I'm using a Human-Centred approach to understand how people behave and work together.

I conduct every project with curiosity, empathy and enthusiasm and I'm most happy when I research and design solutions that create social impact.

Co-created and co-facilitated learning programs for marginalized groups, I fierily believe in the power of social design as a process to empower people.

I am analytical, social and able to work with procedures and regulations.

## 📁 EMPLOYMENT HISTORY

### Mentor & Co - trainer at DELITELABS, Amsterdam

July 2020 — Present

DELITELABS is an inclusive startup school, offering intensive experiential learning programs and a support system to aspiring entrepreneurs.

As a mentor and co-trainer at ICE Academy, I am supporting participants to shape their professional business life in the Netherlands by:

- Working with them on an individual basis
- Co-facilitating online sessions throughout different stages of developing their business concept

### Matchmaker assistant at Makers Unite, Amsterdam

September 2019 — Present

Makers Unite is a social enterprise that creates sustainable products together with creative newcomers and locals. I'm assisting in the matchmaking process of creatives with a refugee background.

Key responsibilities:

- Co-design and co-facilitate workshops within “Creative Lab” and “Creative Lab 3 days sprint” programs using design thinking tools
- Impact measurement and research evaluation of the social inclusion program “Creative Lab” which gives creative newcomers a kick-start into their professional career
- Mapping the Netherlands creative industry and assisting in building a structural partnership network

### Freelancer at Krase UX Research, Sofia, Amsterdam

March 2007 — Present

I'm using my professional experience to understand human behaviour in a given context to prepare, inform, inspire and connect different stakeholders.

- Involve in various National and European projects, doing both quantitative as qualitative research
- Develop and facilitate co-creation and prototyping sessions
- Design Impact assessment's innovation tools
- Conduct UX research and Usability testing

○ **User Experience Researcher at Digital Society School (DSS), Amsterdam**

September 2018 — June 2019

Part of a multidisciplinary team, following a high - paced, agile Human-centered Design process on a project for Johan Cruyff Arena, Amsterdam

- Conducting applied research by using a design methodology to develop innovative solutions with an impact on the digital society.
- Exploring, prototyping and testing ideas to create a better after-event experience for the visitors of stadium Arena, Amsterdam.

○ **Co-Founder & Business Developer at ATA48 ltd, Sofia**

January 2008 — September 2017

ATA48 ltd is an outsourcing company, specializing in developing mobile apps and websites, mainly for Dutch clients. My responsibilities:

- Business development for new projects
- Account and project management of running projects
- UX research, usability testing and product development

○ **Project developer and PR at NGO Club of Young Scientists, Sofia, Bulgaria**

October 2008 — July 2018

Club of Young Scientists is an NGO with main goals: to build a sustainable environment for the development of young people with specific interests in science, technologies and art and to create opportunities for their professional career;

Next, to my work, I am taking part in different activities such:

- Coordinating local partners and organizations
- Organizing the annual events such as European Research Night and Innovation Fair, (affiliated with Intel ISEF, USA)
- Setting up of mentor-ship programs

🎓 **EDUCATION**

○ **Associate's degree of UX design and research, Soft Academy, Sofia**

September 2016 — March 2017

○ **Premaster in Social and Culture Anthropology, Vrije Universiteit Amsterdam**

January 2003 — January 2005

○ **Master in Sociology, University of National and International Economy, Sofia**

October 1998 — September 2002

🔧 **COURSES**

○ **Career Coaching, House of Skills**

August 2020 — September 2020

○ **Making Young Social Innovators, Salzburg Research Institute**

June 2020 — August 2020

○ **Product design - the Delft design approach , EdX**

April 2018 — July 2018

○ **Human-Centred design, IDEO.org**

January 2017 — March 2017

○ **Online Marketing Analytics, SoftUni, Sofia**

October 2016 — December 2016