Dimitar Petrov
Staff Product Designer
Copenhagen, Denmark

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With more than 8 years of in-house product and agency experience,
I thrive in solving complex problems, defining systems, and
designing intuitive interfaces.

Experience

Staff Product Designer   2022 – Now
Corti.ai • Full time • Copenhagen, Denmark

- Owning the end-to-end design process from research to final implementation.
- Producing clear design narratives that aligned stakeholders on direction and supported confident decision making.
- Driving cross functional alignment and consistent UX standards, proactively seeking input from engineering as well as product.
- Facilitating focused, productive feedback sessions that strengthen collaboration across product, engineering, and design.

Founding Designer, UX & Brand   2021 – 2022
TrustVet • Contract • Dublin, Ireland (Remote)

- Led the design and UX strategy for our veterinary practice management platform, shaping product vision and experience direction.
- Created and maintained the design system and component library to ensure consistency, scalability, and efficient delivery.
- Conducted user research and translated insights into clear, high-impact design solutions.
- Owned the end-to-end design process from wireframes and flows to final UI specifications, collaborating closely with engineering to ensure precise implementation.
- Provided creative direction for brand identity and marketing materials, ensuring a cohesive look and feel across product and communications.

Senior Product Designer   2018 – 2022
Eskild Hansen Design Studios • Full time • Copenhagen, Denmark

- Grew, led, and mentored the studio's UX team, played a key role in hiring, and co-designed the studio website and conceptual UX case studies for web and social media.
- Gathered, clarified, and translated client needs into actionable UX and design tasks, and coordinated delivery across internal and external UX and Industrial Design teams.
- Co-created and facilitated many organization-wide product vision presentations and concept demos.
- Conducted extensive field studies and moderated interviews with dental clinics across Denmark, Germany, and Switzerland, turning insights into product and service improvements.
- Planned and ran numerous client workshops, both on-site and online, to drive alignment, ideation, and decisions.

Senior Product Designer   2018 – 2022
3Shape (via EHDS) • Full time • Copenhagen, Denmark

- Lead designer in the founding internal design team, for what was *"the most meaningful change in 3Shape's software history"*, namely the Unite product. Led product design for the architectural redesign of 3Shape's software to simplify workflows, improve discoverability of apps, and harmonize UI across the product.
- Designed a digital "App Store" experience (storefront, installed/updates views, contextual filters) and an App Drawer with grouped workflows, enabling faster access to diagnostic, treatment, and third-party applications.
- Co-designed a design system with fellow designers and developers to create consistent UI components, streamline collaboration, and support the long-term scalability of the platform.

Senior Product Designer   2019 – 2022
Dwellwell.ai (via EHDS) • Full time • Washington, DC (Remote)

- Shaped the end to end product and designed a mobile + web MVP for the property experience.
- Designed system dashboards and data viz across core home systems, including states and light and dark modes.
- Built onboarding, alerting, and key web flows (device management, maintenance tasks, Auth0 signup/login) with dev and stakeholders.

Product Designer   2018
Game Golf (via EHDS) • Full time • San Francisco, CA (Remote)

- Redesigned onboarding with clearer guidance, stronger branding, and inline validation plus help.
- Built a low load, backwards compatible device setup flow for pairing tags and clubs.
- Unified iOS, Android, Watch, and web with shared interaction patterns, and refreshed the web hub with tutorials and device management.

Education

BA Degree in Web Development   2015 – 2017
Business Academy Aarhus • Aarhus, Denmark

AP Degree in Multimedia Design & Communication   2013 – 2015
Business Academy Aarhus • Aarhus, Denmark

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