

# Borislav Sashov Ivanov

As a digital-native designer with a background in **UI/UX, corporate design, and visual storytelling**, I support companies in communicating clearly within a rapidly evolving environment. My work combines functionality with aesthetic refinement – always aligned with user needs and strategic objectives. Through genuine feedback and analysis, I transform challenges into solutions that strengthen brand growth and build trust.

For over fifteen years, I have been shaping visual communication, developing design strategies and solving creative challenges - across industries and internationally.

**Visual Communication Specialist:**

A refined sense for typography, layout and brand-consistent design across all platforms.

**Strategic Storyteller:**

Experienced in user-centered design, cross-functional collaboration and clear content communication.

**Innovation-Driven Designer:**

Constantly exploring future-oriented tools in the fields of design, motion and interactive media.

AI Literatte, Adobe Suite, MS Office, WordPress, Elementor, Webflow, Figma, Canva, CSS, JavaScript, Three.js, GSAP, Blender 3D



## ○ **Creative Designer**

Eperi GmbH (2024– 2025)

- Redesign of the visual identity across all touchpoints.
- Translating complex content into clear, accessible visual communication.
- Development of templates and assets to support internal and external communication.

## ○ **Graphic Designer & Art Director**

Proton Engineers GmbH (2018 – 2020)

- Development of user-centered WordPress templates and interactive products.
- Design of social media content and PR materials to strengthen brand presence.
- Establishment of UI/UX strategy and definition of innovative design guidelines.

## ○ **Media Designer & Visual Designer**

Apozin GmbH (2021 – 2023)

- Concept development and implementation of features based on genuine user feedback.
- Design of user-centered websites and interactive elements.
- Creation of marketing materials and explanatory video content.

## ○ **Pre-press & Team-Lead Pre-press**

Multiprint Ltd (2009 – 2017)

- Preparation and optimization of customer data for printing platforms.
- Implementation of color management and proofing for consistent design quality.
- Leadership and coordination of the team to ensure efficient, seamless workflows.

## Showcase Questline:



**Eperi** is a cybersecurity company where **clarity**, **trust**, and brand **integrity** are essential.

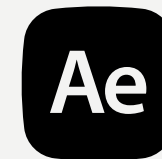
My role was to unify visual communication and develop systems that make internal and external content more **consistent**, **scalable**, and **human-centered**.

## Challenges Mastered:

Aligned communication across departments and channels.

Engaging, reusable templates for teams without a design background.

Bringing more personality into a conservative field like cybersecurity, without compromising trust.



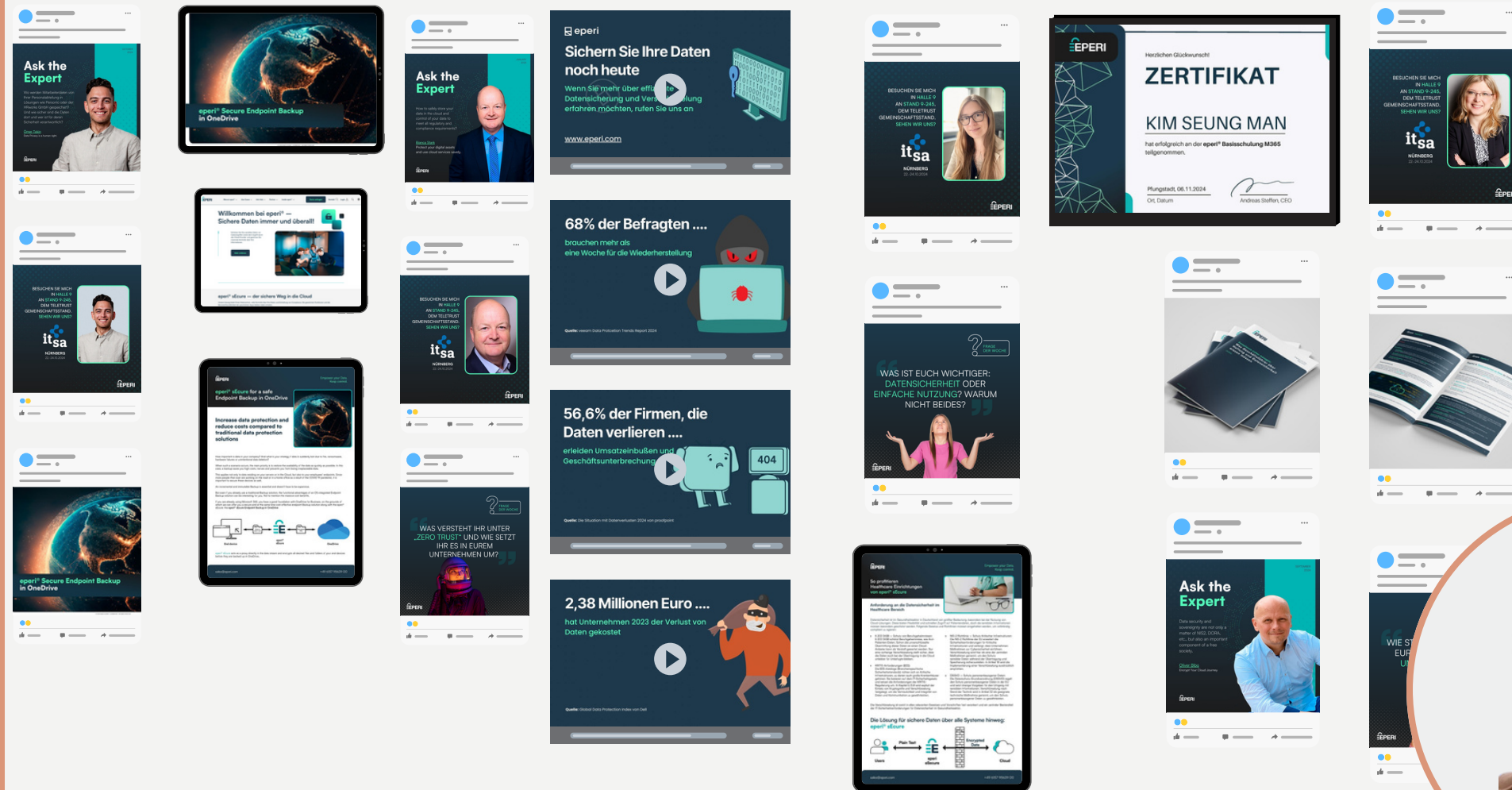
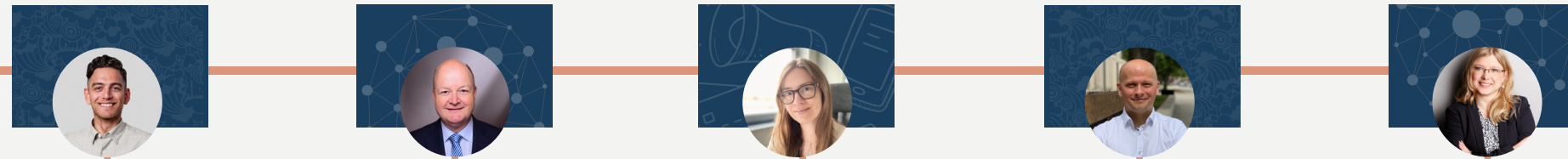
## Contribution to the Mission:

The company's design system defines an inclusive tone and visual language across all communication channels and platforms.

Customized and pre-built systems for brand ambassadors and creating a balance between brand consistency and personal expression.

Master templates developed for documents, whitepapers, factsheets, videos, presentations, and various social media formats.

# Unified Identity



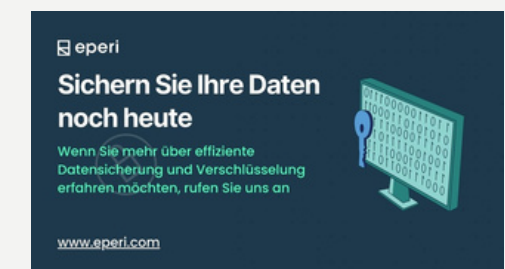
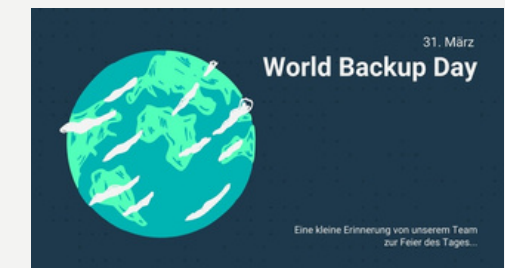
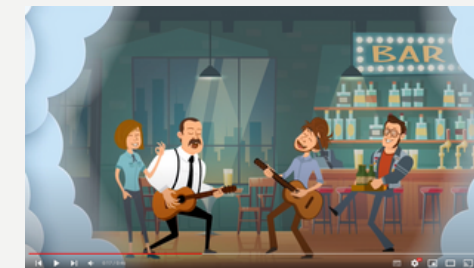
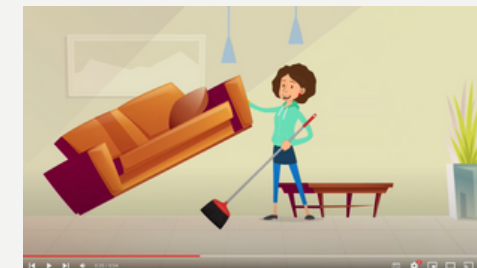
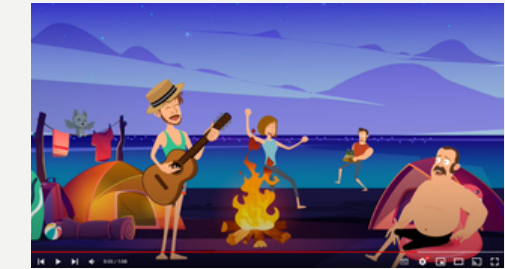
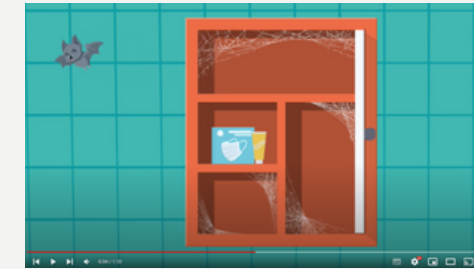
## Result:

A unified yet flexible communication ecosystem with a broad range of design assets. The entire Eperi team can independently create brand-compliant content, ensuring a consistent public presence across all communication channels and platforms.

[www.eperi.com](http://www.eperi.com)

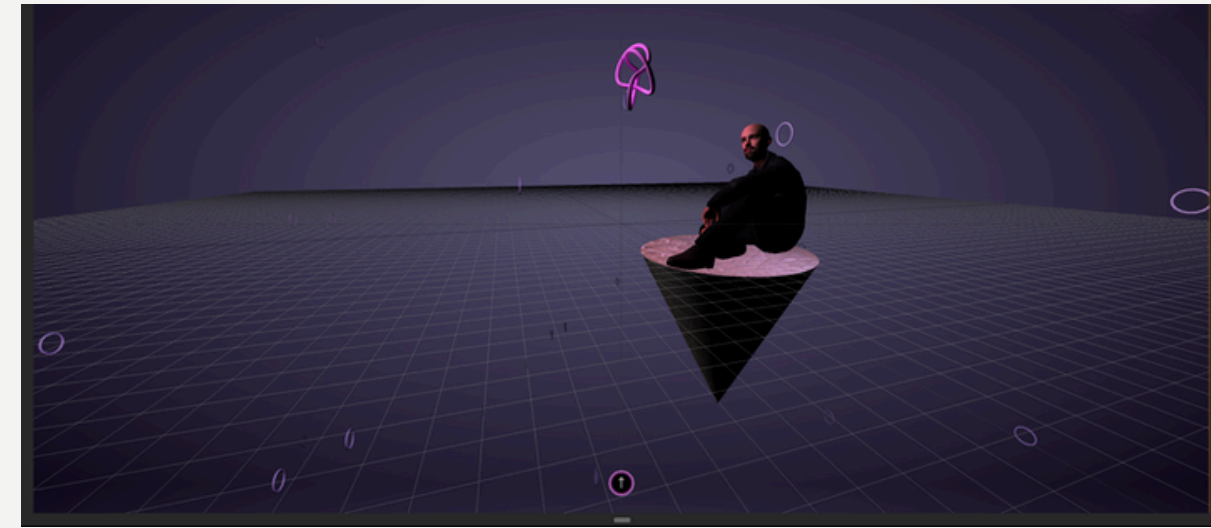


Sidequest:



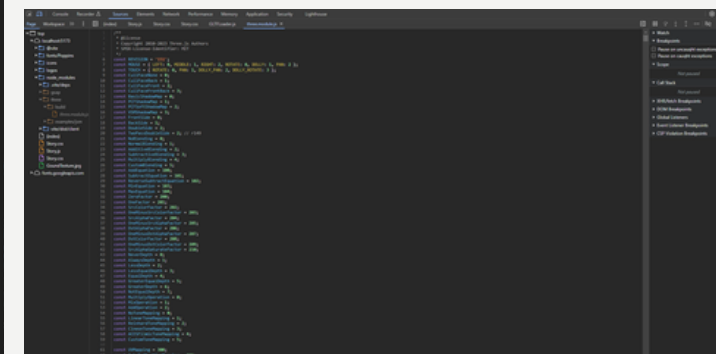
[youtube.com/bsashov](https://youtube.com/bsashov)

Sidequest:



```
1 // Imports
2 import * as THREE from 'three';
3 import { GLTFLoader } from 'three/examples/jsm/loaders/GLTFLoader';
4 import { OrbitControls } from 'three/examples/jsm/controls/OrbitControls';
5 import * as GUI from 'lil-gui';
6 import './Story.css';
7 import { DRACOLoader } from 'three/examples/jsm/loaders/DRACOLoader';
8
9
10 // Response
11 const size = {
12   width: innerWidth,
13   height: innerHeight,
14 }
15
16 // Scene
17 const scene = new THREE.Scene();
18 // Set fog color
19 scene.fog = new THREE.Fog(0x000000, 1, 99);
20
21
22 // Objects
23
24 // Ground
25 const groundTexture = new THREE.TextureLoader().load('groundTexture.jpg');
26
27 const geometry = new THREE.CylinderGeometry(5, 5, 10, 64);
28 const material = new THREE.MeshStandardMaterial({
29   map: groundTexture,
30 });
31
32 const ground = new THREE.Mesh(geometry, material);
33 ground.receiveShadow = true;
34 ground.position.x = 0;
35 ground.position.y = 0;
36 ground.position.z = -5;
37 scene.add(ground);
38
39 // Action
40 const loader = new GLTFLoader();
41 const textureLoader = new THREE.TextureLoader();
42 loader.load('sitting.gltf', function (gltf) {
43   const model = gltf.scene;
44
45   // Textures
46   gltf.scene.traverse((child) => {
47     if (child.isMesh && child.material.map) { // Make sure map is set
48       const map = child.material.map;
49       map.encoding = THREE.sRGBEncoding; // set encoding
50       textureLoader.load(map.url, (texture) => {
51         texture.encoding = THREE.sRGBEncoding; // set encoding
52         child.material.map = texture;
53         child.material.needsUpdate = true; // mark material as updated
54       });
55     }
56   });
57 });
```

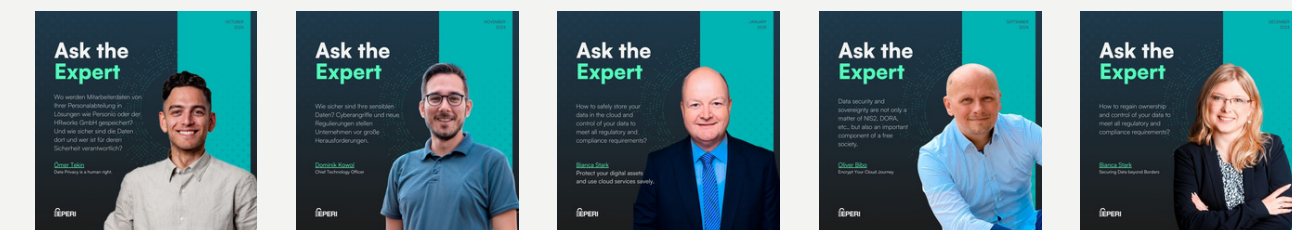
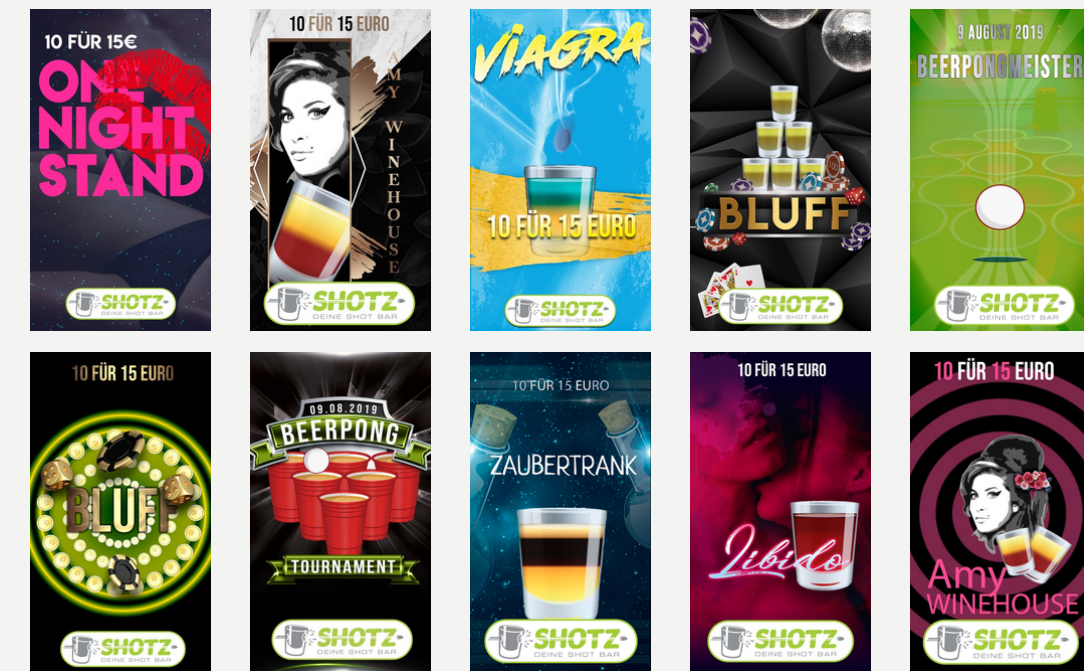
```
if (mind.state === 'open') {
  creativity.connect(seeminglyUnconnected);
}
```



[codepen.io/bsashov](https://codepen.io/bsashov)

[github.com/BSashov](https://github.com/BSashov)

Sidequest:



[linkedin.com/borislav-sashov](https://www.linkedin.com/company/borislav-sashov)



Inspired by the ever-evolving world of digital communication, I find meaning in structure, elegance in clarity and stories in every layout.

My approach is rooted in **empathy, strategy** and **storytelling**.

- Empathy ensures that my designs reach real people.
- Strategy supports business and communication goals with intention.
- Storytelling connects both into visual messages that resonate and stay memorable.

Whether brand identity, internal presentation or public campaign, I develop targeted, human-centered design solutions that strengthen both content and audience connection.

Because design is not just about making something look beautiful. It is about creating something meaningful. Something with impact, connection and a long lasting impression.

## Certificates & Education

### Cybersecurity and Various Soft Skills

Google Academy, OpenClassrooms, Mitarbeiterschule

### JavaScript Developer

alfatraining Bildungszentrum GmbH - 2023

### Web Programmer

Professional training centre EOS - 2016

### Computer & Media Technology

New Bulgarian University - 2011

### Cambridge ESOL Level 2

University of Cambridge - 2008

### High School Education

Sofia High School of Mathematics - 2007

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