



# Kaloyan Tilev

Data-driven professional transitioning into Product Management, with 3+ years driving measurable acquisition, retention, and conversion outcomes across fintech and iGaming. Experience spans SaaS platforms, consumer products, and partner-led tools. Combines a BSc in Psychology with certifications in UI/UX, Agile, and Product Owner practices to bridge user insight and business impact. Certified Google AI Professional, currently completing Codefinity's Python for Product Managers certification.

## Contact

**Location:** Sofia, Bulgaria

**Email:** [kaloyantilev@outlook.com](mailto:kaloyantilev@outlook.com)

**Website:** [kaloyantilev.com](https://kaloyantilev.com)

**LinkedIn:** [linkedin.com/in/kaloyantilev](https://linkedin.com/in/kaloyantilev)

## Professional Experience

**Gaming Entertainment** | Sofia, Bulgaria

**Graphic Designer** | November 2023 – September 2024

- Drove a 30% increase in acquisition conversion rates by optimizing landing page user flows and collaborating with front-end developers to implement a consistent design system across the product.
- Worked closely with the marketing team to iterate on retention campaigns, using performance feedback to reprioritize creative execution and drive customer deposit growth.
- Supported B2B affiliate acquisition and market expansion across three international iGaming exhibitions by translating product value propositions into strategic sales materials.

**Eightcap** | Sofia, Bulgaria

**Junior Graphic Designer** | March 2022 – July 2022

- Contributed to a 20% annual increase in new customer sign-ups by working with the marketing team on iterative acquisition campaigns, using performance feedback to continuously refine landing page execution.
- Contributed to a 15% monthly increase in qualified leads across six diverse brand partnerships by designing conversion-focused landing pages tailored to each partner's value proposition and shared target audiences.
- Supported two white-label partnership launches by translating product offerings into clear business value narratives for prospective commercial partners.

**Graphic Design Intern** | October 2021 – February 2022

- Produced daily social media visuals to grow brand awareness, iterating on creative formats based on audience engagement patterns.
- Designed personalized email and banner assets for weekly retention campaigns, supporting repeat engagement and reducing customer churn.
- Designed monthly presentation decks to introduce Eightcap's offerings to new audiences, supporting customer acquisition and commercial outreach efforts.

## Education

**Sofia University "St. Kliment Ohridski"**

BS, Psychology | 2023 – 2027 (*part-time*)

**Software University (SoftUni)**

VQ, Design and Visualization | 2020 – 2021

**First English Language School**

High School Diploma | 2015 – 2020

## Certifications

[Python for Product Managers](#)

*Expected Completion: 2026*

[Google AI Professional](#)

*Issued by Google (05/2026)*

[Agile Product Owner Role: Foundations](#)

*Issued by LinkedIn (03/2026)*

[Agile Foundations](#)

*Issued by LinkedIn (03/2026)*

[Project Management Foundations](#)

*Issued by LinkedIn (03/2026)*

[UX Design](#)

*Issued by Software University (01/2021)*

[UI Design](#)

*Issued by Software University (02/2021)*

## Skills

Product Discovery • User Story Mapping • Wireframing & Prototyping • User Journey Mapping • A/B Testing • Conversion Optimization • OKRs & KPI Definition • Stakeholder Management • Cross-functional Collaboration • Data Analysis • Agile Delivery

## Tools

Jira • Figma • Notion • MS Excel • MS Word • MS PowerPoint • Adobe Creative Cloud

## Languages

**Bulgarian** – Native

**English** – Bilingual

**German** – Proficient