Kaloyan Tilev

Data-driven professional transitioning into Product Management, with 3+ years driving measurable acquisition, retention, and conversion outcomes primarily in 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, most recently completed Codefinity's Python for Product Managers certification.

Contact

Location: Sofia, Bulgaria
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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.

Freelance Designer | Sofia, Bulgaria | August 2022 – October 2023

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

Software University (SoftUni)
VQ, Design and Visualization | 2020 – 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

Certifications

Working with APIs in Python
Issued by Codefinity (08/2026)

Python for Product Managers
Issued by Codefinity (08/2026)

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)

Languages

Bulgarian – Native

English – Bilingual

German – Proficient