

Stayu Kasabov

Senior Product Designer · Design Systems · AI-Native Product Designer / Builder · Prototyping with LLMs (Context Engineering) · Product Strategy

PROFESSIONAL SUMMARY

I design and scale product systems, translating business strategy into accessible, technically buildable interfaces.

I build design systems that close the gap between design and engineering, working with startup teams on prototyping, structured documentation, and cross-functional handoffs to keep design intent intact through development.

As CPO and product designer at Planetaplay, Bulgaria's first VOD platform, I owned product strategy, PRD definition, UX research, and brand identity, scaling the platform to 500,000+ registered users before a mobile operator acquired the user base and technology.

I bring hands-on context engineering and LLM prototyping experience, shown in [capcat.org](#), a dual-mode CLI/TUI tool I designed and built solo. Case study: [stayux.com/works/capcat-cli](#)

I'm looking for a senior product design role where I can embed in an established team and raise production quality.

WORK EXPERIENCE

Senior Product Designer2022 - PRESENT

Stayux.com (Independent Practice) · Full-time

I lead end-to-end design and product strategy for client organizations, spanning brand design, design systems, and engineering handoff.

My approach combines systemic thinking with a modern design ecosystem - leveraging design systems, structured workflows, and strategic alignment to ensure scalability, consistency, and long-term brand coherence. I bridge the gap between design and development through meticulously documented handoffs, enabling seamless collaboration with engineering teams.

Core Responsibilities:

- Design Systems Building and Contribution
- Design Token Systems & Accessibility Audits
- Product Design
- UX Strategy
- UX Audit
- Building front-end-ready prototypes and technical documentation
- Brand Strategy & Identity Design
- Cross-Functional Design-to-Development Handoff

Focused on delivering measurable outcomes, I help organizations strengthen their digital presence, improve user engagement, and build robust, future-ready brand and design systems that scale across platforms.

Chief Executive Officer & Founder2005 - 2022

Nuvizus Communications · Full-time

I led a full-service digital agency as product leader across UX, engineering, and delivery, serving high-impact clients in technology, entertainment, and media. My work covered the full product lifecycle: product strategy, user research, UX/UI design, information architecture, front-end collaboration, and software delivery, working with multidisciplinary teams of designers and developers on every project.

Key achievements:

- Designed and led the development of an early, proprietary CMS platform with multirole access control, granular permissions, and content workflow management.
- Successfully deployed for major brands and projects including ING Bank (Perperikon.bg), TV7, and Planeta.tv, enabling secure, scalable content management and streamlining digital operations for large media and organizations.
- Won a design contest for the e-signature portal b-trust.org (Bankservice/Borika), introducing UX design methodology to the Bulgarian market.
- As CPO and product designer, built Bulgaria's first integrated VOD platform, Planetaplay.com. I owned product strategy, SWOT and PRD definition, UX research, and brand identity, including a custom typeface. The platform launched shareable video and audio playlists and an early SPA built on AJAX/JSON with Nginx deployment. Scaled the platform to 500,000+ registered users before a mobile operator acquired the user base and tech stack. Case study: [stayux.com/works/planetaplay-product-story/](#)
- Designed, developed, and deployed web solutions and MVPs with ExpressionEngine.
- Managed client relationships and stakeholder communication across long engagements, on time and on budget, and exceeding quality expectations.

ADDITIONAL WORK EXPERIENCE

Head of Web Design & Advertising2004 - 2005

Bitex.com ISP · Full-time

Led the in-house web development team at one of the first ISPs in Bulgaria - producing product strategies, designing and managing advertising campaigns.

WHAT I BRING

- Lead the transition from initial research to final execution. Define the logic behind the interface through user flows, heuristics, and technical vetting. Ensure the product is built on a foundation that is both user-centric, business aligned and technically viable and accessible to WCAG standards.
- "Focus on the 'how' as much as the 'what'." My expertise lies in creating seamless handoffs through precise documentation and an in-depth understanding of implementation constraints. Ensure that the design intent remains intact throughout the development cycle.
- I use prototyping as a tool for validation, with a systemic approach to solve complex problems. Helping teams move from MVP to a scalable product without losing functional integrity.
- Maintain a critical approach to new technology, adopting new workflows and tools only when they enhance production speed or product quality.

SKILLS

Design Systems • Design Tokens • Product Design • UX Strategy • Product Architecture • Accessibility (WCAG/A11Y) • Systems Thinking • Cross-functional Leadership • Context Engineering • Prototyping • Brand Design • Logotype Design • Digital Painting • Hand Drawing

TECH & TOOLS

Figma • Claude Code • Affinity Designer • Adobe Illustrator • Adobe Photoshop • Procreate • VS Code • Sublime Text • HTML • CSS • JS