



STAVUX

FLOW • FUSION • FORM

Stayu Kasabov

Senior Product Designer · Design Systems · Prototyping with LLMs (Context engineering) · Product Strategy · Bulgaria · Remote EU

01 Strategic Direction

02 Implementation-Aware Design

03 Prototyping as Validation

PROFESSIONAL SUMMARY

My approach to product design is built on a career spent at the intersection of business strategy and technical implementation. Having led my own agency for 16 years, (Nuvizus Communications), I developed a deep accountability for business outcomes, moving products from initial SWOT analysis, Product Design and PRD definition through to final deployment.

Over the past five years, I've pivoted that experience into the startup space, specializing in the UX consulting and contribution to robust Design Systems. My focus is on bridging the gap between design and engineering with prototyping and creating systems that aren't just visually polished, but technically buildable and scalable.

I have a track record of delivering results for news agencies, entertainment broadcasting, and enterprise software. My work is about translating complex problems into high-impact, positive UX.

WHAT I BRING

Strategic Direction

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.

Implementation-Aware Design

Focus on the "how" as much as the "what". My expertise lies in creating seamless handoffs through precise documentation and a deep understanding of implementation constraints. Ensure that the design intent remains intact throughout the development cycle.

Prototyping as Validation

I use prototyping as a tool for validation, with systemic approach to solve complex problems. Help for the teams to move from MVP to a scalable product without losing functional integrity.

EXPERIENCE

Product Design Consultant Stayux.com · Full-time

2021 - PRESENT

I consult and partner with companies to realize their vision through end-to-end design and product strategy services, including Brand Design, Product Design Strategy, Brand System Adaptation, and UI Implementation.

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 Offerings:

- Product Design. UX Strategy. UX Audit.
- Brand Strategy. Identity Design.
- Design Systems Building and Contribution
- Front-End Ready Prototypes and Technical Documentation.
- 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 & Founder

Nuvizus Communication · Full-time

2004 - 2020

Product leader with 16+ years of experience leading a full-service digital agency specializing in UCD, web and application development, and brand strategy for high-impact clients across technology and media.

Delivered numerous end-to-end digital projects - from concept through deployment, with cross-functional teams of designers and developers. Directed all aspects of the product lifecycle, including user research, UX/UI design, front-end development collaboration, and software delivery, ensuring alignment with business objectives and technical feasibility.

Key Achievements:

- Designed and led the development and implementation of an early (2004), proprietary CMS platform with full multirole access control, granular permissions, and content workflow management - custom-built to meet the complex editorial and operational needs of high-profile clients. 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.
- Introduced UX design methodology to the Bulgarian market in 2005 by winning a design contest for educational portal b-trust.org dedicated to e-sign service by Bankervice/Borika.
- Designed, managed and led the development of the first integrated Video on Demand (VOD) solution for TV/Media company in Bulgaria (2009) Planetaplay.com with innovative UX solutions, user shareable video/audio playlists, SPA (Single Page Application) innovation with AJAX/JSON implementation, Nginx deployment and integration. The platform, including its core software and user base, was acquired by a leading mobile operator to strengthen their content delivery infrastructure. **Case study link:** <https://stayux.com/works/planetaplay-product-story/>
- Designed, developed and deployed web solutions and MVPs with Expression Engine.
- Managed client relationships, consistently delivering projects on time, on budget, and exceeding quality expectations.

Head of Web-design & Advertising

Bitex.com ISP · Full-time

2003 - 2004

Head of Web-design and Advertising in one of the first ISPs in Bulgaria. Leading in-house web development team, producing product strategies, designing and managing advertisement campaigns.

CAPABILITIES

UX Strategy · Design Systems · Product Architecture · User Research · Prototyping · Context Engineering (NLP/LLMs) · Design Leadership · Systems Thinking · Stakeholder Management · Cross-functional Leadership · Brand Design · Logotype Design · Digital Painting · Hand Drawing

TECH & TOOLS STACK

Figma · Claude Code · Affinity Designer · Adobe Illustrator · Adobe Photoshop · Inkscape · Procreate · FontLab · VS Code · Sublime Text · HTML · CSS · JS

FEATURED WORK

[Capcat.org](#) · Open source Stayux.com · Personal project

2025

Role: Product Designer and MVP Developer (NLP/LLMs) · **Timeline:** 2.5 months, end of 2025 · **Solo project**

Capcat is a dual-mode command-line tool designed for ethical web scraping and content preservation. It allows users to archive articles from various online sources into a local, searchable library, ensuring content remains accessible even if the original websites go offline. A working open-source tool, live at [capcat.org](#).

Process applied: UX research, JTBD, heuristic analysis (Nielsen's 10 principles, Laws of UX), PRD definition, information architecture, TDD, spec-driven implementation and context engineering (NLP/LLMs) in iterative cycles.

Design decisions of note:

- Designed dual CLI/TUI interfaces on one shared backend - each independently complete, neither a reduced version of the other. CLI follows [clig.dev](#) standards with verb-first command vocabulary. TUI applies H1, H6, H7 heuristics throughout.
- Defined information architecture for the archive folder structure to be self-documenting and legible across file managers, Obsidian, and LLM agents - without Capcat acting as an intermediary.
- Designed HTML output as an editorial publication experience - Bauhaus minimal aesthetic, full design system in CSS variables, dark/light theme, reading progress bar, comment hierarchy with depth-legible threading, offline-complete with no external dependencies.
- Applied Hick's Law (six-item main menu, progressive disclosure), Miller's Law (nine verb-mapped CLI commands for technically capable users), and Jakob's Law (command vocabulary mapped to git/docker conventions for zero-learning-curve onboarding).
- Branding: custom hand-drawn serif logotype with mascot reflected in letterforms, illustrated mascot drawn on paper, refined in Procreate, vectorized in Affinity Designer.
- User testing surfaced two unmet needs - portable installation and Obsidian integration - both shipped. Replaced bash wrapper with **pipx install capcat**, added YAML configuration layer, Obsidian frontmatter and back-linking.



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Strategic Design Advisory

Services Catalogue

01 Strategy

02 Research + Design

03 Architecture + Advisory

The work starts with questions, not screens.

Good design does not begin with **wireframes**. It begins with **honest answers** to **questions** most teams have not yet asked. Why does this product need to **exist**? Why would someone **choose it**? Why **now**?

FLOW

Research · Information architecture ·
The shape of how someone moves through a
product

FUSION

Prototyping · MVP development · Building the
smallest thing that reveals whether the
thinking is right

FORM

Final product · Visual design · Brand identity ·
Experience that builds trust on first contact

Ask **why** until the answer is **honest**.

OBSERVATION

Users sign up but do not return.

WHY 1

They say the product is useful but they forgot about it.

WHY 2

Nothing reminded them to come back.

WHY 3

The team assumed the value was obvious enough.

WHY 4

They use the product daily - new users do not.

ROOT CAUSE

The product does nothing to help users build the habit.

The problem was never **the product**. It was an **assumption** mistaken for a fact.

What the engagement covers

STRATEGY

Product Direction

Clarifying what the product is, who it is for, and whether the answer is honest.

Product-Market Fit

Testing whether the problem being solved is real, urgent, and worth solving at all.

Business Alignment

Connecting product decisions to what the business actually needs to achieve.

RESEARCH + DESIGN

User Research

Finding out what real users do, need, and struggle with - not what they say they want.

UX Design

Flows, wireframes, and interaction logic - how the product behaves from the user's perspective.

Design System

A coherent component library that makes every future design decision faster and more consistent.

ARCHITECTURE + ADVISORY

Product Architecture

Defining the structural logic - what the product is made of and what comes in which order.

PRD Authoring

Writing requirements that define scope, constraints, and success before building begins.

Design Oversight

Senior judgment for teams with designers but no voice asking if the right problems are being solved.

Strategy

DISCOVERY

Product direction

A product without a clear direction is expensive to build and impossible to sell.

VALIDATION

Product-market fit

Not a metric to reach - a question to keep asking.
A product fits its market when it solves a real problem for a real person in a way they could not easily achieve otherwise.

STRATEGIC INPUT

Business alignment

Technology capability and business goals are often out of sync. Identifying where they diverge before building begins is the difference between a product that ships and one rebuilt six months later.

RESEARCH

Competitive landscape

Understanding where the product sits relative to existing alternatives. Not to copy them - to find the gaps they leave open and the positioning that makes the product worth choosing.

Research

OBSERVATION

User research

Finding out what real users actually do, need, and struggle with - not what they say they want in a survey.

The gap between those two things is where most products fail.

CLARITY

Problem definition

Narrowing a broad challenge to a specific, solvable problem before any design work begins. A well-defined problem is half the solution. An undefined problem is an expensive one.

TESTING

Idea evaluation

Testing hypotheses early, before they become assumptions baked into the product. An idea that has not met a real user is still a guess - however well-supported by experience.

ASSESSMENT

Design audit

Assessing existing design work against user needs, business goals, and design standards. Not to grade the designer - to identify what needs to change and why.

Design

STRUCTURE

Information architecture

Organizing what a product contains so users can navigate it without thinking. The skeleton before the skin.

VALIDATION

Prototyping

Building the smallest testable thing - not the product, but the version that reveals whether the thinking is right.

FORM

UI & visual design

The final product layer. Clarity, hierarchy, and craft that builds trust on first contact.

CONSISTENCY

Design system

A coherent component and pattern library. Every future design decision becomes faster and more consistent.

INTERACTION

UX design

Flows, wireframes, and interaction logic - how the product behaves from the user's perspective.

TRUST

Brand identity

Visual identity grounded in what the product is and who it is for.

Architecture

STRUCTURE

Product architecture

Defining the structural logic of a product - what it is made of, how the parts relate, and what comes in which order.

The difference between building a foundation and building on sand.

DOCUMENTATION

PRD authoring

Writing the product requirements document that defines scope, constraints, and success criteria before a single line of code is written. No brief, no project.

DELIVERY

MVP scoping

Identifying the smallest version of a product worth building - capable of generating real feedback without wasting build capacity on unvalidated assumptions.

BRIDGING

Developer handoff

Closing the gap between design and engineering so what gets built matches what was designed. Most product quality is lost in this gap.

Advisory

ONGOING

Strategic retainer

Standing senior design judgment - oversight of direction, decisions, and in-house design output on a structured monthly basis.

Defined deliverables, billed in advance.

EMBEDDED

Design team oversight

A senior voice in the room when a team has designers but lacks the experience to validate whether the right problems are being solved.

The designer executes. You get the thinking that makes the execution correct.

ADVISORY

Founder coaching

Helping founding teams understand product design well enough to ask the right questions.

An investor and an engineer making product decisions without design literacy is expensive. This changes that.

My **work** is most valuable at moments of **uncertainty**.

When a founding team is **moving fast** and has not paused to **question direction**.

When technology capability is **outrunning** product clarity.

When the **right problems** are not yet being **solved**.

The gap between technology and product

THE PROBLEM

Teams build fast. Products fail quietly.

Founding teams with strong technical depth consistently **underestimate** the cost of shipping a product **nobody understands**. The code works. The product does not land. The gap is always a **design problem**.

THE COST

A redesign costs more than advisory.

A product rebuilt six months after launch costs 3-5x the original build. The **root causes** are almost always identifiable before a line of code is written.

THE OPPORTUNITY

Senior design thinking, fractional cost.

A fractional CPO/Design Director in Western Europe runs **150-250 EUR/hr**. **Strategic advisory** fills that gap - the judgment without the headcount.

Stayu Kasabov

Product Designer & Architect
Agentic AI · LLM Prototyping · MVP

Seasoned Product Designer & Architect and former entrepreneur with over two decades of experience - recognized as a pioneer of User-Centered Design in Bulgaria.

Product leader with 16+ years running a full-service digital agency delivering UX, web and application development, and brand strategy for high-impact clients across technology and media.

Current focus: the transformative impact of AI on design - prototyping, building MVPs, and evolving design systems into assets that serve both human and machine users.

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2004 Proprietary CMS Platform

Designed and led development of a custom CMS with multi-role access control, granular permissions, and content workflow management. Deployed for ING Bank (Perperikon.bg), Express.bg, TV7, Planeta.tv and others.

2005 Pioneer of UCD in Bulgaria

Introduced UX design methodology to the Bulgarian market by winning the design contest for b-trust.org - the e-sign educational portal by Bankservice/Borika.

2009 First VOD Platform in Bulgarian Media

Designed, planned, managed and delivered Planetaplay.com - the first integrated Video on Demand solution for a Bulgarian TV/media company. SPA with AJAX/JSON, user-shareable playlists, Nginx deployment. Platform and user base later acquired by a leading mobile operator.

2025 Agentic AI & LLM Prototyping

+

Current focus on AI-augmented design practice: LLM-assisted prototyping, agentic workflows, and MVP development for AI-native products.