

Angelina G. Hristova

Product Design Team Lead

Portfolio: helloangelina.net

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Location: Aarhus, Denmark

resume.

Product Design Team Lead focused on building design systems that scale across teams and products. I own the design system end-to-end across two SaaS products – React & Figma libraries, design tokens, and documentation. Recently I extended it to support AI-assisted workflows, so AI tooling produces consistent, on-brand output. I stay hands-on across mockups, components, and QA, while leading a small team.

key skills.

Leadership & Collaboration: Team leadership, mentoring, workshop facilitation, cross-functional & stakeholder alignment

Design: Product design (end-to-end), design systems, accessibility (WCAG), interaction design, prototyping, user flows

Tools: Figma, Adobe CC, Storybook, Jira, Confluence, GitHub, LLM (Claude, Skills, MCP)

career overview.

Product Design Team Lead // UNIwise • October 2023 - present

Lead the product design team for WISEflow and Originality, including two frontend engineers I manage directly. I stay hands-on with the design: mockups, components, and design QA. Built and maintain the design system in Figma and Storybook, working closely with engineering so the code matches the design, with accessibility (WCAG) built in. Recently reworked the library so AI agents can use it well, setting up the documentation, skills, and context that LLMs need to produce consistent output.

Art Director // Spirii • December 2022 - October 2023

Owned the visual identity and digital design at an EV-charging scale-up. Rolled the new brand out across the website, campaigns, and product UI. The redesign also fed into the mobile app's UI. Ran concept workshops and handled the website redesign from start to finish.

UI/UX & Digital Designer // Dot.vu • May 2021 - November 2022

Two sides to this role: interactive content and product. For the content, I designed gamified formats, interactive video, and character animation, including the post-production (editing and sound). Seasonal campaigns built on these reached 2M+ users and drove customer sales. On the product side, I worked on the Dot.vu Dashboard redesign and built the atomic component library from scratch. Also onboarded and mentored new designers.

Multimedia Designer & Marketing Assistant // Vetaphone A/S • August 2016 - February 2020

Handled advertising (print and online), graphic design, and global event coordination for a B2B manufacturer. Also ran the website, product photography, and video.

education.

IBA Erhvervsakademi Kolding • January 2016 - January 2018

Associate's degree Digital-kommunikation og -medier/multimedier

