



Nikolay Stratiev

Most of my experience comes from product creation and creative direction.

WORK EXPERIENCE

2021 - 2022

 Vegoo Cosmetics

Founder & Creative Director

Co-founded and built an e-commerce beauty brand from the ground up

2022 - 2023

 Personalizeful

Founder & Creative Director

Co-founded and built an e-commerce brand specializing in personalized gifts

2023 - 2024

 Createful

Founder & Creative Director

Founded and built Bulgaria's first freelance platform.

2025 - 2026

 Creative Acts ®

Co Founder & Creative Director

Co-founded and built a subscription-based creative agency and SaaS platform.

2026 - NOW {SIDE-PROJECT}

 Smart Steps

Co-Founder & Consulting Specialist

Co-founded and built a consulting agency, developing an innovative SaaS platform for the insurance industry, launching this summer.

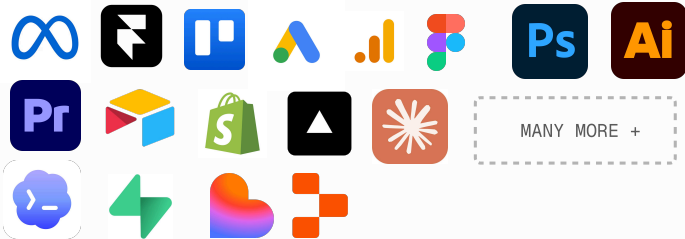
{CREATIVE} WORK

Below is a selection of featured projects.



Str The creator®

TOOLS {SMALL PART OF IT}



{SKILLS} SET



{SKILLS} RANKING

Creativity



Product Management



Leadership



Design



EDUCATION

New Bulgarian University / Web Design and Graphic Advertising- Bachaler

The Bachelor's program combined creative design, digital technologies and product development, with hands-on experience in web design, UI/UX, branding, graphic design, project management, typography, HTML/CSS, SEO and Adobe Creative Cloud.

New Bulgarian University / Digital Humanities - Minor

The Digital Humanities minor strengthened my interdisciplinary, human-centered approach through studies in AI, digital culture and technology ethics.

CONTACTS



*CHECK THE WEBSITE FOR FULL INFO