



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

First Bulgarian Freelance platform.

2025 - 2026

Creative Acts ®

Founder & Creative Director

As Founder & Creative Director, I developed end-to-end growth strategies

2026 - NOW

Smart Steps

Co-Founder & Consulting Specialist

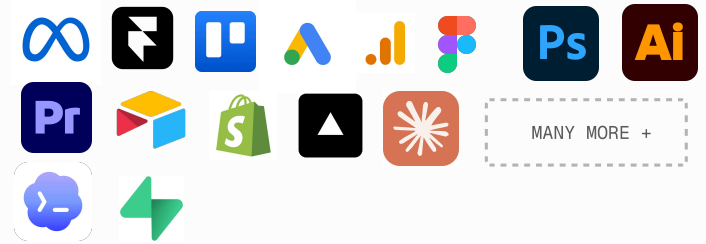
Consulting company

{CREATIVE} WORK

Below is a selection of featured projects.



TOOL {PART OF}



{SKILLS} SET



{SKILLS} RANKING

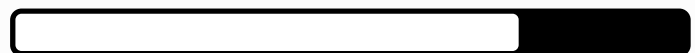
Creativity



Management



Design



Learning



EDUCATION

New Bulgarian University / Web Design and Graphic Advertising- Bachelor

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

