Andy Cetnarskyj

Product Designer - Design Systems

KEY SKILLS

- Leading the design for two enterprise design systems

- Working experience of HTML, CSS and Git

- Strong technical knowledge gained working on several platforms and technical stacks

- Over a decade working remotely on digital projects

- Recruited & managed a distributed team of UX/UI Designers and Developers

- Represented UX at Senior Management meetings

- Excellent working knowledge of Figma and other design tools

- Continually improving my skills through personal projects and training courses

" Why Design Systems?

The technical side of design is what has kept me engaged with this industry for so long.

Design systems mix design, development and product in varying scales into different challenges.

Having worked across all these roles I can utilise my experience daily in tooling and digital product experience.

Every day is a new exciting challenge.

"

SENIOR PRODUCT DESIGNER (DESIGN SYSTEM)

Phoenix Group • January 2022 - Present

- Building out the design system to be used across multiple brands
- Working with technical partners to define the technical approach
- Creating Figma UI library and documenting the design process
- Training and mentoring the wider team on using a design systems approach

SENIOR PRODUCT DESIGNER (DESIGN SYSTEM)

Wood Mackenzie • July 2019 - January 2022

- Design lead for Hydrocarbon design system
- Worked daily in an agile design systems team of eight
- Hands on working with components in Figma, React and Storybook
- Created and documented our contribution process
- Continually improving the design and development experience

PRODUCT DESIGNER

Street Parking • April 2019 - Present

- Created user flows for custom fitness platform back office
- Designed the user experience for the web and Nativescript apps used by over 30k fitness fanatics
- Freelance designer providing UX, UI and Frontend development skills

I'm Proud Of...

Delivering - I've always found a way to deliver projects by myself or in a team within various contraints

Creating Impact - Improving turnover and the user experience in several products within the gaming sector

Customer Focused - Building out the first internal user testing function at William Hill

Process Optimisation - Defining a robust design system contribution process that opened up our platform

Team Work - Building and managing a team through difficult company transformations including a redundancy period

Helping Others - Mentoring new designers and delivering an accessible fitness platform has helped the lives of other people

SPORTSBOOK UX LEAD

William Hill • September 2015 - July 2019

- Led the UX team through key delivery of football redesign
- Redesigned and improved the Horse Racing platform
- Increased turn over by 25% by redesigning the Virtual World product
- Worked remotely with the Nevada office to design and deliver UX and UI on the delivery of their iOS and Android sports books
- Improved process and efficiencies in how design would fit into the Agile methology

INTERIM HEAD OF UX

William Hill, Gibraltar • January 2015 - September 2015

- Operated as the head of UX during a transitional phase in the business
- Set up William Hill's first in-house testing lab in our Shoreditch office
- Responsible for the team delivery of UX, UI designers and developers.
- Successfully led the team through the delivery of mobile MVP product
- Recruited & managed permanent and contract UX/UI Designers and Developers across two locations
- Represented UX at Senior Management meetings

WEB DESIGNER ROLES

William Hill • October 2011 - September 2015

Crush Digital • September 2008 - October 2011

1st Class Media, Edinburgh • August 2006 - August 2008

Traditional web design roles that involved design, frontend development and interactions with clients and stakeholders

Skills

Research - Usability Testing, User Testing Labs, Google & Adobe Analytics, Stakeholder Workshops

Design - Pen & Paper, Figma Sketch, Axure, Adobe Suite

Prototyping - Axure, Figma, HTML/CSS/JS, Invision, Marvel

Honours

Outstanding Employee of the Quarter
William Hill • 2016

Outstanding Manager of the Quarter
William Hill • 2015

Education

BDes Hons Consumer Product Design (2:1) - Napier University, Edinburgh • 2001 - 2005

Training

Luma Institute - Human-Centred Design for Innovation
Adobe Target Power User
Bluesky Training: Leader of Self