

Andy Cetnarskyj

Senior Product Designer - Design Systems

Edinburgh, Scotland, UK • [Portfolio](#) • [LinkedIn](#)

Professional Summary

Senior Design Systems Designer with 10+ years of experience bridging design, development, and product teams to deliver scalable design infrastructure. Proven track record building enterprise design systems from the ground up, with hands-on technical expertise in HTML, CSS, and front-end technologies. Experienced in leading distributed UX/UI teams and representing design at the senior management level.

Core Strengths: Design Systems Architecture • Design Tokens • Figma Libraries • HTML/CSS Development • Cross-functional Collaboration • Team Leadership • Accessibility (WCAG) • Documentation & Governance

Professional Experience

Phoenix Group

Senior Product Designer - Design System | January 2022 - Present | *Edinburgh, Scotland*

Leading Phoenix Group's design system evolution from single to multi-platform infrastructure, bridging design and development teams to deliver consistent, accessible experiences.

- Manage multiple Figma libraries serving diverse product teams across the organisation
- Researched and implemented design token strategy, working with engineering teams to deploy across multiple technical stacks
- Partnered with a remote development team to deliver an accessible HTML/CSS component library
- Collaborate with cross-platform squad on React Native component development for unified

mobile/web experiences

- Restructuring documentation architecture to support a multi-library ecosystem (HTML/CSS + React Native)
 - Exploring AI-assisted workflows to enhance design system tooling and improve design-to-development handoff
 - Established documentation and governance framework enabling consistent adoption across internal and external squads
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Wood Mackenzie

Senior Product Designer - Design System | July 2019 - January 2022 | *Edinburgh, Scotland*

Sole designer within the agile design systems team delivering the Hydrocarbon design system to accelerate product delivery across the organisation.

- Led design for Hydrocarbon design system, accelerating product delivery through consistent, reusable components
 - Worked daily in the agile design systems team of eight, collaborating with developers and product owners
 - Built and maintained components in Figma, React, and Storybook
 - Created and managed a microsite containing design approach, articles, and tooling documentation
 - Curated documentation for design system implementation across Sketch, Abstract, Figma, and Storybook
 - Coordinated system direction with Product Owner and Technical Manager
 - Continuously improved design and development experience through team collaboration
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Street Parking

Product Designer (Freelance) | April 2019 - Present | *Remote (US-Based)*

Providing UX, UI, and front-end development services for a custom fitness platform serving over 30,000 subscribers.

- Created user flows for the custom fitness platform back office
- Designed user experience for web and native mobile applications (Nativescript)

- Delivered UX, UI, and front-end development as needed
 - Assisting junior developers with frontend development
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William Hill

Sportsbook UX Lead | September 2015 - July 2019 | *Gibraltar*

Led a distributed UX team delivering sportsbook products across the UK and European markets for the sixth-largest global gaming company.

- Managed workflow and output of the UX team across two locations (Gibraltar and the UK)
- Led team through key delivery of football redesign project
- Redesigned and improved the Horse Racing platform, increasing turnover by 25%
- Worked remotely with the Nevada office to design and deliver iOS and Android sportsbooks
- Represented UX at senior management meetings as a key stakeholder
- Facilitated remote working methods, design process, and collaboration between design, development, and product
- Improved design integration into Agile methodology through process optimisation
- Supported team professional development and annual objectives

Interim Head of UX | January 2015 - September 2015 | *Gibraltar*

Operated as head of UX during transitional phase, representing design at executive level.

- Responsible for the delivery of UX, UI designers, and front-end developers for the sportsbook product
- Led team through the delivery of mobile MVP product
- Recruited and managed permanent and contract UX/UI Designers and Developers across two locations
- Represented UX at senior management meetings
- Set up William Hill's first in-house user testing lab in the Shoreditch office
- Successfully managed team through the company's redundancy period

UX/UI Designer | October 2011 - December 2014 | *Gibraltar*

Designed user interfaces and experiences for in-house web and mobile products.

- Created wireframes and prototypes using Photoshop and Axure
- Designed web and mobile interfaces (HTML5 and Native applications)

- Built HTML/CSS for OpenBet/Orbis systems
 - Created flow diagrams and user journey planning
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Crush Digital

Senior Web Designer | September 2008 - October 2011 | *Edinburgh, Scotland*

Designed and developed front-end code for client projects, with managerial responsibilities.

- Created layouts, visual mockups, and front-end code (HTML, CSS, JavaScript)
 - Developed concepts, prototypes, and wireframes
 - Managed and oversaw work from junior designers and third-party designers
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Education

Edinburgh Napier University

BDes (Hons) Consumer Product Design, 2:1 | 2001 - 2005

Training & Professional Development

- **Luma Institute** - Human-Centred Design for Innovation
 - **Adobe Target Power User** - Certificate of Completion
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Honours & Recognition

- **Outstanding Employee of the Quarter** - William Hill, 2016
- **Outstanding Manager of the Quarter** - William Hill, 2015