



Andrei Potekhin

Business-minded full-stack designer

I've spent the last few years designing and developing my product ideas, such as mobile apps and games. My primary focus has been UX/UI design, but I have also learned about the underlying technologies and business.

Contact

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Tools

- Advanced:** Figma
- Intermediate:** Webflow, Photoshop, Illustrator
- Basic:** Bootstrap Studio, WordPress, Premiere, After Effects, Blender, Unreal Engine, Unity, Google Analytics

Languages

- Finnish:** Fluent
- English:** Fluent
- Russian:** Native

Education

Bachelor's Degree Programme in Media

Karelia UAS (+ Business Academy) • Joensuu, Finland – (2018 - Present)

Thesis (work in progress): “Key benefits of utilizing the Lean Canvas framework for developing an early-stage SaaS product”

Blog Posts

- [What’s common between plans and pants?](#) / Personal
- [Voice notes: how to create first drafts and capture ideas without friction](#) / Corporate
- [6 Tips on How to Get the Most Out of Your Business Academy Studies](#) / Corporate

References

- Heikki Immonen**
- Principal Lecturer of Entrepreneurship - Karelia University of Applied Sciences
- heikki.immonen@karelia.fi
- +358 50 310 9657
- Relationship: Head of the Draft business idea development program I was in, my thesis supervisor
- Marjut Helvelahti**
- Teacher of Entrepreneurship - Riveria, Vocational Education, and Training
- marjut.helvelahti@riveria.fi
- +358 50 588 7172
- Relationship: Collaborated on various projects

Work Experience

Full-stack designer, co-founder

Yoosh • Joensuu, Finland – (Oct 2020 - Present)

- Designed and prototyped an Android app based on an open-source solution which required finding compromises between the desired and provided functionality and styling;
- Designed and prototyped a web app based on an open-source solution and adapted the initial design for responsive usage;
- Set up a Material 3 -based design system and expanded it with custom components;
- Designed an identity system and developed a web-based pattern generator that simplified the creation of typical graphic assets; case study;
- Conducted 10+ qualitative user interviews and designed app iterations based on their feedback;
- Ran small-scale Lean-inspired experiments with Facebook and Google Ads for quantitative idea validation;
- Developed a Webflow site which required utilizing the platform’s CMS functionality and embedding custom code; case study;

Designer, Entrepreneur

Valke Insight Osk • Joensuu, Finland – (Jan 2020 - May 2022)

- Designed web and print assets for various projects;
- Participated in establishing and dissolving the company;
- Led a team of 10 people for four months.

Skills

Prototyping	I create interactive prototypes with Figma, my most-used tool. I can quickly sketch feature ideas utilizing ready-to-use building blocks or build a fully interlinking application screen set with custom components.
Visual Systems	I don't treat graphical assets individually but as interactive elements. For example, in creating the Yoosh app icon I used simple geometrical shapes that then allowed me to build a pattern generator and simplify the typical asset creation.
Idea validation	I can conduct qualitative user interviews and run Facebook and Google Ads campaigns to validate ideas.
HTML/CSS	I’ve used those languages for building static web pages for small projects and my portfolio website. I'm familiar with the Bootstrap framework and have a basic understanding of the SASS preprocessor.
Javascript	Used The p5.js library allowed me to build a pattern generator and the three.js library to create a 3d mesh with a scroll-based rotating animation. I’m planning to enhance my JS skills to be able to build custom Figma plugins.
Pitching	I enjoy public speaking and pitching the ideas I believe in. That helped me raise €6K in Draft, a business idea development program, and win a €3K student prize in the StartMeUp competition.
Collaboration	Studying in a team academy I’ve learned a lot about working in teams. I understood how valuable it is to be able to openly express opinions and how important it is to empathetically listen to them. That’s what helped us overcome misunderstandings in our team.
Leadership	I don’t hesitate when it’s time to take control of a meeting or a project. For example, participating in a 6-hour hackathon-like event, I tried to guide the team and split the responsibilities. Our team managed to brainstorm an app idea, fill a form with the business details, make a 1-screen prototype in Figma and record an explanatory <u>video</u> with Loom.

Side-projects and volunteering

Fly For It podcast • Nov 2021 - Present	Developing a website for the Polku event • May 2022 - Present
Probably the most important thing I’ve learned by co-hosting 10 podcast episodes and talking with students, entrepreneurs, and researchers is that high performers are mission-driven.	Polku is a North-Karelian event for young entrepreneurs. I’m part of the Polku 2022 team helping with building a website.
Organizing a public speaking club with friends • Feb 2022 - Present	Developing VR game • Nov 2019 - May 2020
Improved my improvisational speaking and storytelling skills for presentations and pitching. The best example of my storytelling abilities is definitely incorporating Pickle Rick images in a pitch deck.	I like to tackle projects in which I don't have a previous background. Starting developing an educational VR game for studying chemistry was one of those.