Andy Cetnarskyj
Senior Product Designer

SENIOR PRODUCT DESIGNER (DESIGN SYSTEM)

Phoenix Group • January 2022 - Present

Phoenix Group is the UK's largest long-term savings and retirement business. My role is focused on governing our design system through Figma components, documentation and governance.

SENIOR PRODUCT DESIGNER (DESIGN SYSTEM)

Wood Mackenzie • July 2019 - January 2022

Wood Mackenzie provides state of the art data for the energy sector. I work within our dedicated design system team; working daily in Figma, Git, Storybook, GatsbyJs.

PRODUCT DESIGNER

Street Parking • April 2019 - Present

Freelance designer providing UX, UI and Frontend development skills to an online fitness platform of over 30k members. I work with a team of developers on an Angular and Nativescript stack.

SPORTSBOOK UX LEAD

William Hill, Gibraltar • September 2015 - July 2019

William Hill is the sixth-largest global gaming company, with the sports betting product being their primary vertical with a daily turnover of £10 - £15 million. I was responsible for the team's delivery of all sports betting product UX for the UK and European markets. My time was equally split between design projects and management.

INTERIM HEAD OF UX

William Hill, Gibraltar • January 2015 - September 2015

Operated as the head of UX during a transitional phase in the business. Responsible for 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
- Worked remotely with the Nevada office to design and deliver UX and UI, for the second phase iOS and Android sportsbooks

PREVIOUS ROLES

William Hill, Gibraltar • October 2011 - September 2015

Crush Digital, Edinburgh • September 2008 - October 2011

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

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

Other Skills

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