Andy Cetnarskyj
Senior Product Designer

SENIOR PRODUCT DESIGNER (DESIGN SYSTEM)

Wood Mackenzie • July 2019 - Present

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.

- Manage workflow and output of the UX team across two locations
- Facilitate methods for remote working, design process and collaboration between design, development and product owners
- Represent UX as a stakeholder with the product delivery team and senior 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

UX/UI DESIGNER

William Hill, Gibraltar • October 2011 - September 2015

SENIOR WEB DESIGNER

Crush Digital, Edinburgh • September 2008 - October 2011

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