Andrew Cetnarskyj

Senior UX Designer ● andrewcetnarskyj.co.uk

Extended CV: PDF Download
LinkedIn: LinkedIn Profile

EXPERIENCE

Senior Product Designer
Wood Mackenzie● July 2019 - Present

Wood Mackenzie provides state of the art data for the energy sector. I am responsible for our internal design system and representing design within the larger Platform team.

Sportsbook UX Lead
William Hill, Gibraltar ● September 2015 - June 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 market. 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
- Conduct and manage regular face to face and remote user testing

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 sports books

UX/UI Designer
William Hill, Gibraltar ● October 2011 - January 2015

Senior Web Designer
Crush Digital, Edinburgh ● September 2008 - October 2011

Web Designer
1st Class Media, Edinburgh ● August 2006 - October 2008

SKILLS

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

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

Prototyping - Axure, Framer, 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