

# Andrii Teslia

Senior UX/UI, Product Designer based in Lviv, Ukraine

Design portfolio: [andriiteslia](#)

LinkedIn: [andriiteslia](#)

Dribbble: [andriiteslia](#)

Phone: +380 95 508 54 75

Email: [tesliaandrii@gmail.com](mailto:tesliaandrii@gmail.com)

## PROFESSIONAL SUMMARY

- 8 years of professional experience as a UX/UI Designer, including 2+ years in product design.
- Expert in Figma, with mastery of team libraries, auto-layout, component properties, variables, and tokens.
- Deep understanding of Apple HIG and Google Material Design guidelines, along with hands-on experience with various design systems.
- Proficient in leveraging AI tools across the full design process — from rapid research, idea validation, and concept generation to prototyping and shipping fully functional products independently.
- Skilled at creating inclusive, pixel-perfect experiences for web and mobile—specializing in data visualization, typography, accessibility (WCAG 2.2), color theory, composition, and usability standards.
- Created and maintained comprehensive design systems, documentation, specifications, and assets.
- Well-versed in Atomic Design principles and User-Centered Design methodology.
- Led 30+ technical interviews to assess candidate capabilities.

## AREAS OF EXPERTISE & TECHNICAL SKILLS:

- Web & Mobile Design, Interaction Design, Wireframing, Prototyping, Data Visualization, Design Systems, Human Interface Guidelines, Material Design Rules, Atomic Design Principles, Pixel Perfect Design, Empathy, UX Research, Idea Generation, Information Architecture, Usability Testing, AI-Assisted Design, AI-Powered Prototyping, Rapid Idea Validation.
- Figma, Sketch, Adobe XD, Jira, MS Teams, Confluence, Trello, FigJam, GitLab, Zeplin, Cursor, Claude, ChatGPT, Midjourney and others.

## PROFESSIONAL EXPERIENCE:

### Senior Product Designer / AI Experience Designer

08.2025 - Present · 8 mos, Newsoft

- Driving UX and product decisions across the full lifecycle of a fast-growing AI-related health & wellbeing product for the UK market — from discovery and ideation to prototyping, UI design, and implementation with engineers. The product has raised £500k+ in funding, completed an IPO, and continues to scale rapidly in the UK.
- Contributed to business growth through early-stage solution shaping and sales activities, directly helping secure and onboard a new enterprise client from the UK.
- Designed and improved a veterans-focused platform, enabling veterans and their families to discover and access state benefits, offers, and support through clearer journeys and more inclusive UX patterns.
- Independently built a fully functional mobile application end-to-end using AI-assisted development tools, bridging the gap between design and engineering.

### Senior UX/UI Designer

03.2023 - 02.2025 · 2 yrs, Teamvoy

- Developed and maintained comprehensive design systems and templates in Figma, leveraging variables and design tokens to enhance efficiency and consistency, saving significant time for the entire team.
- Conducted over 30 technical interviews, evaluating candidates' technical capabilities.
- Mentored junior designers, providing guidance and support to help them grow and succeed in their roles.
- Designed and contributed to a variety of projects, including fintech (with over 200,000 users), CRM systems, and real estate platforms.
- Worked on an accessibility platform to evaluate and ensure websites and client platforms meet accessibility standards, helping attract new clients to our team.

**PROFESSIONAL EXPERIENCE:**

**Lead UX/UI Designer (Product)**

09.2020 - 12.2022 · 2 yrs 4 mos, Surprise

- Provided guidance, instruction, direction, and leadership to a team of designers.
- Created a design system for mobile and web applications from scratch, increasing the team's design efficiency and speed.
- Designed and conducted testing for quality control throughout development.
- Conceived innovative new features and pitched concepts directly to the senior leadership team.
- Designed beautiful, simple, innovative, and intuitive interactions and flows for both web and mobile platforms.
- Ensured that the product experience remained engaging, intuitive, and enjoyable for users.

**UX/UI Designer**

02.2020 - 09.2020 · 8 mos, LaSoft

- Successfully delivered various projects for clients in the USA and Germany.
- Worked closely with developers, providing all assets and components for the development process.
- Created a design system for mobile and web applications from scratch.
- Presented designs and effectively communicated solutions to internal and external stakeholders.

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**Interaction Designer**

08.2019 - 02.2020 · 6 mos, QubStudio

- Won a Gold trophy for the company in Ukrainian Design: The Very Best Of in the "Interface & User Experience Design" category.
- Designed user interfaces and worked on UX aspects for various projects.
- Developed a full stack of UX deliverables, including personas, storyboards, information architecture, interaction design, UI design, wireframes, and visual standards.
- Created and refined wireframes, prototypes, and user flows.
- Built interactive prototypes to quickly validate concepts with the team and stakeholders.

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**UX/UI Designer**

12.2017 - 07.2019 · 1 yr 8 mos, Devlight

- Successfully completed projects while working at the company.
- Participated in the Design Sprint process, defining problems, generating ideas, identifying innovative solutions, prototyping, and testing.
- Created user flows, wireframes, prototypes, and micro/macro animations.
- Collaborated closely with developers, delivering all assets and components for a smooth development process.
- Conducted testing and quality control after development.

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**EDUCATION:**

**PhD in Management**

10.2024 - Present, Ternopil Ivan Puluj National Technical University

**Master's degree in Geophysics Engineering**

Ivano-Frankivsk National Technical University of Oil and Gas

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**LANGUAGES:**

- Ukrainian - Native
- English - Upper Intermediate (B2)
- Polish - Pre Intermediate (A2)