

Andrew Cetnarskyj

Senior UX Designer • andrewcetnarskyj.co.uk

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Extended CV: [PDF Download](#)

LinkedIn: [LinkedIn Profile](#)

EXPERIENCE

Sportsbook UX Lead

William Hill, Gibraltar • September 2015 - Present

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

- User interface/experience designer for in-house web and mobile products and applications.
- Wireframing and prototyping with Adobe Suite & Axure
- HTML/CSS development for OpenBet/Orbis Platform
- Flow diagram illustration and planning

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