Tetiana Andronatii

Lead Product Designer · Design Team Lead

Portfolio LinkedIn andronati.ta@gmail.com Telegram

ABOUT

Lead Product Designer with 5+ years of experience in web and mobile products across fintech and trading, SaaS, AI, iGaming, e-commerce, healthcare and Web3. I lead a team of 5 designers, own design quality and delivery across 40+ projects, and work closely with product managers, engineers and clients from discovery to release. I turn complex problems into clear, consistent products that serve both users and the business, and I use AI tools to make research and design faster.

Domains: Fintech, Trading, SaaS, AI, iGaming, E-commerce, Healthcare, Blockchain, Web3

WORK EXPERIENCE

Pecode (now Solidium)

Design Team Lead Jun 2025 - Present

- Lead a team of 5 designers across 40+ active projects: plan and distribute work, review deliverables and keep quality consistent with the design system.
- Built the team's growth framework: competency matrix, weekly 1:1s, design critiques and growth plans. Junior designers became independent project owners within 12 months.
- Run design hiring: interviews, portfolio reviews, test tasks and hiring recommendations.
- Set design standards, review and handoff processes between design, engineering and product. Run workshops and knowledge-sharing sessions.
- Support pre-sales: discovery calls, scope definition, estimates and solution presentations to clients.

UX/UI Designer / Product Designer Aug 2022 - Jun 2025

- Owned end-to-end product design for SaaS, AI, fintech, healthcare, Web3 and B2C products, from discovery to delivery.
- Partnered with product managers to define features based on business goals, user needs and research insights.
- Designed information architecture, user flows, wireframes, interactive prototypes and final UI for web and mobile.
- Ran user and competitive research and usability testing, and improved products through rapid iterations.
- Built and maintained design systems. Presented design decisions to clients and stakeholders.
- Used AI tools to speed up research synthesis, documentation, ideation and prototyping.

WebStaff Media, Luxembourg

UX/UI Designer Jan 2022 - May 2022

- Designed mobile apps, e-commerce websites and landing pages based on UX research.
- Turned user needs into personas, journey maps and flows, and tested concepts with wireframes and prototypes.
- Built responsive, accessible interfaces with Figma components, Auto Layout and shared libraries.
- Presented work and discussed requirements with clients in English.

HYGEAR, Israel

Product Designer Jul 2021 - Dec 2021

- Redesigned the website, product pages and landing pages for desktop and mobile.
- Designed and prototyped web and desktop application concepts with designers, PMs and stakeholders.
- Prepared product presentations for international markets and campaign assets for social media.

SKILLS AND TOOLS

Team leadership, design reviews, mentoring, hiring, product discovery, UX research, usability testing, information architecture, interaction design, design systems, accessibility, Figma, FigJam, prototyping, AI-assisted design (Claude).

CERTIFICATIONS

Design Management · Projector Institute — Jun 2026 - Aug 2026

UX Design Medium · Projector Institute — Aug 2024 - Oct 2024

Google UX Design Professional Certificate · Google — 2022

Junior Web Designer · Projector Institute — Feb 2021 - May 2021

Web Design Beginning · Projector Institute — Nov 2020 - Jan 2021

EDUCATION

Master's degree, Management of Foreign Economic Activities — 2009 - 2010
National University of Life and Environmental Sciences of Ukraine

Bachelor's degree, Management of Foreign Economic Activities — 2005 - 2009
Kyiv National University of Trade and Economics

LANGUAGES

Ukrainian (native) · English (upper-intermediate) · Farsi (intermediate)