



CV. Georgiy Telpis. Senior UI/UX (Product) designer

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About

Experience building products in EdTech (2 years) and MarTech (5 years) domains — email marketing tools, LinkedIn outreach automation, course builders, educational platforms, and more. Over 10 years of overall product design experience.

Work across all stages of the design cycle: from user research (analytics tools, interviews and surveys), through hypothesis generation, to shipping solutions directly in code with AI agents (Claude Code) — cutting release time significantly.

Graduated from Odesa Polytechnic with a degree in Automated Computer Systems, then continuously trained through courses, intensives, and events (see Education section for details).

Work Experience

Yedyna Shkola · 2025 — 2026 · Web application. Flutter application

Platform for educators, students, parents, and teachers

- Built an AI tool for analyzing student performance based on grades, attendance, and teacher feedback. Release planned for September 2026.

- Designed "Rozumnyky" — a daily reading task feature for kids: from research to finished design. Paused pre-release due to shifting company priorities.
- Designed the partner and advertising integration, establishing a new monetization channel.
- Designed the video courses section for kids from scratch — content structure, player, progress tracking.
- Redesigned the main product website: restructured layout, new visual style; resolved user issues with access and navigation for core site functions, login, consultation booking, and professional development course enrollment.

Westudy.ua · 2024 — 2025 · Web application. Flutter application

Course creation platform for educators and businesses

- Designed updated tools for creating email campaigns, webinars, and courses.
- Built a custom website builder for courses — the product's most complex tool. Resolved key UX issues that were driving user churn. Recruited and led a team of designers to build and test the site-builder interface.
- Ran a series of usability testing sessions that uncovered 3 critical friction points in onboarding and directly informed redesign priorities.

Snov.io · 2022 — 2024 · Product Designer · Web application

Lead generation and cold outreach service (Email & LinkedIn)

- Led the full design cycle of the LinkedIn outreach automation system — launched as a new product feature, expanding the platform beyond email into multichannel sales. 80% tool retention.
- Redesigned email deliverability tools and campaign creation flows, increasing successfully launched campaigns by 30%.
- Collaborated closely with engineers at the component specification level, reducing revision cycles between design and development.
- Shifted team process so design was involved from problem definition, not just solution implementation — improving design quality and deepening designers' product involvement.

SendPulse.ua · 2021 — 2022 · UI/UX Designer · Web application

Multi-channel marketing tools

- Updated the multi-channel campaign builder — fixed UX issues, simplified user flows.
 - Built dashboards for the platform's learning tools.
 - Designed a new client communication channel via telephony — call interface and updated built-in CRM.
 - Relunched the partner program: new onboarding, partner dashboard, referral flow.
 - Updated the in-platform course creation tools.
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Skills

Agents. Claude Code. Fully integrated into the design process. (Design system automation and maintenance, developer specs, new feature design, automated competitor screening, personal product development.) 1 year of experience.

Figma. (Mockups, prototypes, MCP integration, project design systems, presentations and social media templates, animation, illustration and creative assets.) 8 years of experience.

Adobe Illustrator, Affinity Designer. (Complex illustration across styles, print prep, brochures, marketing stands, corporate journals, promo displays and packaging.) 10 years of experience.

Research. Stakeholder interviews, user interviews, competitive analysis, information architecture, user stories, usability testing, quantitative and qualitative research. Partial: Jobs-to-be-done, Customer Journey Map, Value Proposition Canvas, User Personas.

Analytics. Amplitude (custom dashboards, event creation and editing, session analysis, churn and retention analysis, and more).

Development. GitHub (branching workflow, production deploys), Vercel (setup, projects for fast functional prototypes, used for personal projects).

Education

Odesa National Polytechnic University. Automated Computer Systems. Specialist degree.

IAMPM. Product Analytics.

British Higher School of Art and Design. UX/UI Design intensive. Web-design intensive.

PRJCTR. UX/UI Design.

IAMPM. DAO PM — IT project management course for beginners.

MarEd. Marketing fundamentals for small business and IT products.

Fokusy Brendu. Branding, naming.

Glavred. Editing course — writing concisely.

Domestika. Illustration, graphic design, infographics (Puño, Carlo Stanga, Tania Yakunova, et al.)