

CV. Georgiy Telpis. Product Designer

Ukraine · Remote · gtelpis@gmail.com · [LinkedIn](#) · telpis.com.ua/en

About

Experience building products in EdTech and MarTech domains — email marketing tools, LinkedIn outreach automation, course builders, and educational platforms.

Work across all stages of the design cycle: from user research and information architecture to Figma specifications and developer handoff.

Work Experience

Yedyna Shkola · 2025 — 2026 · Flutter · Web application

Platform for educators, students, parents, and teachers

- Designed learning services within the student app — from concept to production-ready specifications: "Rozumnyky", "Let's Talk 2.0", in-product online competitions.
- Developed design for partner and advertising integration, establishing a new monetization channel.
- Designed the video courses section from scratch — content structure, player, progress tracking.
- Updated the main product website: restructured layout, new visual style, resolved user access and navigation issues, improved login, consultation booking, and professional development enrollment flows.

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

Course creation platform for educators and businesses

- Led a redesign of the course builder interface — resolved key UX issues causing user churn and stopped churn among existing subscribers.
- Designed email campaign creation flows and webinar booking tools from scratch, improving task completion for non-technical users.
- Led design of the custom website builder for courses — the product's most complex tool, covering 10+ component types and flexible layout logic.
- 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.
- Redesigned email deliverability tools and campaign creation flows, increasing successfully launched campaigns.
- Improved key retention metrics through systematic UX audits and iterative A/B-tested improvements on key product surfaces.
- Collaborated closely with engineers at the component specification level, reducing revision cycles between design and development.

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

Multi-channel marketing tools

- Updated the email campaign builder — simplified flow, fewer steps, higher completion rate.
- Relunched the partner program: new onboarding, partner dashboard, referral flow.
- Updated course creation tools within the platform.

Serpstat · 2016 — 2019 · UI/UX Designer · Web application

Full-featured service for SEO specialists

- Built tools for keyword analysis, rank tracking, site audit, and competitor analysis.
 - Contributed to the information architecture of complex analytical dashboards.
-

Skills

AI Prototyping

Claude Code, Antigravity

Design Tools

Figma, Design Systems, Miro, Affinity Designer, Illustrator, Photoshop, Procreate

Research

Stakeholder interviews, User interviews, Competitive analysis, Information architecture, User stories, Usability testing, Quantitative & qualitative research

Partially: Jobs-to-be-done, Customer Journey Map, Value Proposition Canvas, User Personas

Analytics

Amplitude, HotJar, Google Analytics, Serpstat

Development

HTML/CSS, React (basic), Flutter (code reading), GitHub, Vercel, functional prototyping

Education

PRJCTR

UX/UI Design, 2019

British Higher School of Art and Design

UX/UI Design intensive, 2014

Web-design intensive, 2013

Odessa Polytechnic National University

Computer Systems Automation, 2007

Additional courses

Domestika — illustration and graphic design (Puño, Carlo Stanga, Tania Yakunova, et al.)