

# Andrei Protasevich

## Senior UI/UX Designer

10+ years of experience | Web3, B2B platforms | Master's in Graphic Design  
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Belgrade, Serbia · Open to relocation and remote

## Summary

Senior UI/UX Designer with **10+ years of experience** designing **Web3 and B2B platforms**. I lead user-centered design from discovery through flows, screens, and states to implementation review. Along the way, I've built **2 production design systems** that scale across products and let me ship features fast **as the only designer**.

## Professional Experience

### Senior UI/UX Designer, Magic Square

Jan 2024 – Present

*Web3 app store and ecosystem with 2,500+ listed dApps*

- **Sole designer** for the Magic Square ecosystem, worked directly with founders and engineers. Covered **6 products**, including dApp store, user account, developer account, token utilities (staking, farms, swap), and marketing site.
- Owned user-centered design from research through handoff. Translated founder intent into prototyping, information architecture, responsive screens, states, edge cases, and implementation review with engineers.
- Defined visual design across products with pixel-level consistency: spacing, grids, typography, color, and accessibility.

## Achievements

1. Shipped **10+ features**, including reward campaigns, gamification mechanics (raffles, price predictions, quests), a reputation system, a multi-state app detail page, and an AI chat assistant.
2. Built the design system — **90+ components** with an atomic design structure: design tokens, UI Kit with basic components, and complex patterns for product UI.
3. Crafted a custom icon set of **182 icons** used across the product UI.
4. Set up **2 themes** (light and dark) and **4 responsive breakpoints** using Figma Variables modes, so the UI reskinned without extra work.

### UI/UX Designer, MONT

May 2016 – Dec 2023

*Enterprise software distributor working with 4,000+ partner companies*

- **Sole designer**, worked with business analysts, engineers, product managers, and business leaders across **5 products**: marketing portal, B2B portal, subscription management, e-commerce platform, and internal CMS.
- Took features from spec to implementation: picked up written specs from analysts, prototyped solutions, iterated through information architecture, responsive mockups, states, and edge cases, then reviewed implementation with engineers.
- Built patterns for data-heavy user interfaces: tables, multi-step forms, dashboards, document workflows, and custom iconography.

## Achievements

1. Designed and shipped **20+ features** across the products: partner account dashboard, registration flows, order and document processing, subscription lifecycle, product catalog, and content management for events, news, and promotions.
2. Built the component library — **50+ components** on a token-based foundation. New screens were assembled from existing parts, so a small team shipped fast without losing consistency.
3. Designed **56 custom icons** that shipped with the design system.

## UI/UX Designer, GGEM

Sep 2023 – Dec 2023

*Early-stage Web3 startup, web launcher for Web3 gaming*

- Worked with a lead designer who set scope and reviewed work. Designed user and admin interfaces, prototyped key flows, and defined information architecture for an early-stage Web3 product.
- Expanded the UI Kit with new components as feature requirements changed.

## Skills

UI/UX Design | Product Design | Design Systems | Design Tokens | UI Kits | Style Guides | Figma | Prototyping | Mockups | Interaction Design | Responsive Design | User Flows | User Research | Usability | Information Architecture | Accessibility | Design Handoff | SaaS | Web3 | AI-Assisted Design | Cross-Functional Collaboration | Stakeholder Engagement

## Side Projects

Outside of main roles I explore AI-assisted workflows by shipping my own products end to end.

- [OutSence](#) — AI profile-picture web app.
- [Rotrox](#) — fast-paced arcade game for iOS.

## Education

**Moscow Art and Industry Institute** • 2009 – 2015

Specialist degree (equivalent to Master's), Graphic Design

## Certifications

User Interface Design Specialization — **University of Minnesota** • 2025

Enterprise Design Thinking Practitioner and Co-Creator — **IBM** • 2023

Digital: UX & UI Design — **British Higher School of Art and Design** • 2016

## Languages

English — B2 Upper Intermediate ([EF SET verified](#)) | Russian — Native