

Andrew Pridotkas – Product Designer

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Profile

Over 6 years' experience leading multidisciplinary teams to design and deliver high-quality, user-centred services across digital and non-digital channels. Skilled in operational leadership, staff development and establishing structured systems that strengthen efficiency, compliance and measurable outcomes. Proven in coordinating across policy, design, and delivery to align strategic aims with practical results, including £1.3 million in annual efficiency savings at A-Gas. Recognised for leading sustainable change through inclusive practice, evidence-based decision making, and sound financial management. With a foundation in psychology and human behaviour, I lead with empathy and insight, engaging teams and communities to balance organisational priorities with human needs.

Key Skills

Operational Leadership: Experience planning and running co-design workshops, service-journey mapping sessions and multi-disciplinary design sprints with users, stakeholders and internal teams. Familiar working in agile teams alongside product, delivery, policy, technology and operations; able to integrate service design thinking into delivery.

Strategic Development & Service Improvement: Expertise in shaping service frameworks and policies that align strategic aims with measurable outcomes. Evidenced by designing and implementing an organisation-wide service and compliance framework at A-Gas and leading multi-stakeholder workshops to define new service standards. Using evidence-based methods and accessible design practices, resulting in an overhaul of both backstage and front stage services that halved support requests and increased usability scores by 42%.

User research & data-driven design: Skilled in qualitative (interviews, ethnography, focus groups) and quantitative (analytics, A/B testing, task time reduction) research methods; able to derive insights that inform design and define KPIs. Resulting in communication & design artefacts such as sketches, user journeys, service maps, diagrams, prototypes (low- to high-fidelity) and written narratives for stakeholders.

Experience

Lead Product Designer at Empakt, January 2025 to Present

- Led the cultural transformation and restructured service design capability; facilitated company-wide alignment sessions with 25 senior staff to define shared mission and service-vision, and reduced onboarding time by 35%.
- Mapped end-to-end journeys including front-stage user experience and back-office fulfilment and support processes, establishing a unified service framework and improving readiness for launch.
- Directed service-design initiatives following the Discover → Define → Develop → Deliver (Double Diamond) framework, using tools such as service blueprint, ecosystem map, persona development, prototype testing.
- Facilitated discovery and design-sprint workshops with 6 stakeholder groups and user cohorts, employing personas, dependency mapping and service maps to build consensus and deliver a validated service blueprint.
- Designed and implemented a responsive design system and high-fidelity prototypes aligned with accessibility guidelines (WCAG) enabling faster development cycles and improving user satisfaction during testing.
- Introduced regular review and demo sessions to present progress and gather feedback; enhanced transparency, trust and stakeholder buy-in across business and delivery teams.

UX Designer at A-Gas, April 2022 to October 2024

- Founded and embedded the organisation's first UX/service-design department, shifting the business to user-centred service thinking and delivering £1.3 m in annual savings via process efficiencies.
- Engineered multi-channel service design solutions (web, mobile, phone, offline support) across 5 projects; standardised UI elements and reduced design iteration cycles by 27%.

- Designed a unified design system that standardised interfaces and processes, halved support requests and increased usability scores by 42%.
- Conducted workshops and focus groups to identify user needs and compliance requirements, ensuring Web Content Accessibility Guidelines 2.1 AA conformance and compliance with safety regulations and standards.

UX/UI Designer & Software Engineer Apprentice at Vodafone, September 2020 to April 2022

- Managed a team of 5 junior designers using Agile methods, improving efficiency and successfully delivering multiple digital projects.
- Conducted user testing and accessibility reviews, integrating findings into design cycles to boost customer satisfaction scores and reduce rework.
- Produced wireframes, mock-ups, and interactive prototypes, enhancing decision-making and reducing ambiguity in product delivery.
- Gathered and presented user insights that aligned data with business needs, strengthening stakeholder confidence and improving product direction.

Software Developer Apprentice at Intently (formerly: Smarter Click), April 2019 to September 2020

- Designed and developed responsive web components in HTML, CSS, and JavaScript, increasing engagement metrics and supporting higher conversion rates.
- Ran A/B testing and funnel analysis to identify performance improvements, achieving measurable ROI gains across multiple campaigns.
- Localised designs for Russian and Italian clients, boosting satisfaction and strengthening retention.
- Created marketing materials using Adobe Suite, which increased customer engagement and improved campaign performance.
- Engineered user interface enhancements and deployed interactive features by collaborating with cross-functional teams, elevating client satisfaction and fostering repeat business.

Volunteer Experience, 2015 – Present

- Tutored Ukrainian citizens in English through the ENGIN Programme, supporting 3 learners over 3 years to build confidence and communication skills by following structured learning guidelines and bridging communication gaps with modern tools.
- Assisted elderly and vulnerable people at the Oasis Centre for 8 years, providing companionship, fostering a psychologically safe space, and offering basic mentoring and counselling support.
- Mentored junior apprentices for 2 years and served as an apprentice representative at Vodafone, fostering professional growth and ensuring apprentices' perspectives influenced organisational decisions. Organised large events such as end-of-year celebrations, which required planning, stakeholder coordination, and event management skills.

Additional Information

IT Systems & Tools: Figma, Adobe Creative Suite, Jira, Confluence, Miro, Salesforce, Outsystems, Webflow, HTML/CSS/JavaScript, Accessibility tools (WCAG 2.1/2.2 AA, Colour Contrast Analyser, WAVE), Google Analytics.

Foreign Languages: Fluent in English, Italian, Russian.

Hobbies & Interests: Passionate about 3D printing with both SLA and FDM, creating detailed models, robotics components, and custom accessories that combine technical skill with creativity. I enjoy painting Warhammer miniatures, which sharpens attention to detail, and built custom PCs for gaming and design. As a Dungeon Master, I design immersive tabletop experiences, applying UX principles to test narrative flow and engagement, and have supported indie game projects with UX feedback and early-stage research.