

Teodora Mateska

Product Designer | UX/UI Designer



ABOUT ME

Product Designer experienced in designing B2B SaaS platforms and e-commerce experiences, turning complex product requirements and workflows into intuitive, user-centered solutions. Skilled across interaction design, UI, prototyping, responsive design, and scalable design systems, with strong cross-functional collaboration across product and engineering teams. Experienced with AI-assisted design workflows for faster exploration, iteration, and bringing ideas closer to implementation.

EXPERIENCE

Product Designer

FEVO · Live-event ticketing & social commerce platform

Trusted by 800+ brands, including the NY Yankees, NBA and NHL teams, and major music festivals

Jan 2026 - Present · New York, United States · Remote

- Design B2B SaaS and e-commerce experiences across web and mobile, turning complex requirements into intuitive flows and interfaces, from product enhancements to larger product initiatives.
- Work closely with product owners, product managers, and engineers to shape solutions, iterate based on feedback, and follow designs through implementation and design QA.
- Maintain and evolve FEVO's extensive design system, ensuring consistency, responsiveness, scalability, and accessibility across products.
- Solve complex UX and product challenges by balancing business goals, client needs, and usability across complex workflows.
- Integrate AI-assisted workflows to accelerate design exploration, iteration, and implementation.
- Design across product and brand initiatives, including FEVO's website redesign, brand refresh, presentation templates, and campaign assets.

UX/UI Designer

Involve Development

Dec 2024 - Oct 2025 · Skopje

- Designed and optimized websites, dashboards, and digital products through research, UX/UI audits, responsive design, and prototyping.
- Improved user flows using research and Google Analytics insights to inform design decisions and enhance usability.
- Collaborated cross-functionally through implementation while creating AI-assisted brand and visual assets.

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[Portfolio](#)

[LinkedIn](#)

Core Skills

Product Design
UX/UI Design
User Research
Interaction Design
User Flows
Information Architecture
Responsive Design
Prototyping
Design Systems
Accessibility

Tools

Figma
Claude Code
GitHub
Jira
Adobe Photoshop
Google Analytics

Languages

Macedonian (native)
English (professional)
Serbian (professional)

UX/UI Designer

IT Labs

Jul 2024 - Oct 2024 · Skopje

- Designed and optimized responsive web experiences, including the Growth Labs Academy website and new pages for IT Labs, applying user-centered design principles throughout the process.
- Used Google Analytics and user behavior insights to identify opportunities, inform design decisions, and improve usability and engagement.
- Collaborated with cross-functional teams to deliver user-centered digital experiences, while also creating reusable visual assets and social media templates supporting the company’s brand.

Social Media Designer

Energy Intelligence - System Engineering for Smart Home Solutions

Oct 2023 - Jul 2024 · Skopje

- Created visual content and social media campaigns across digital channels, maintaining a consistent brand presence and adapting designs to ongoing marketing needs.
- Researched industry trends and planned monthly content calendars, collaborating with stakeholders to understand business needs and communicate smart-living solutions effectively.

Legal Associate

Law Office Nacik

Nov 2022 - Oct 2023 · Skopje

- Worked directly with clients to understand their needs, assess complex cases, and identify appropriate solutions.
- Managed documentation, deadlines, and stakeholder communication while collaborating with attorneys throughout legal proceedings.

EDUCATION

UX/UI Design Program

Brainster Academy

(Skopje, N.Macedonia)

Sept 2023 - Jul 2024

Master of Laws (LL.M) - Criminal Law

Ss. Cyril and Methodius

Faculty of Law

(Skopje, N.Macedonia)

2020 - 2022

Bachelor of Laws (LL.B)

Ss. Cyril and Methodius

Faculty of Law

(Skopje, N.Macedonia)

2017 - 2020