Teodora Mateska

Product Designer | UX/UI Designer



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Skopje, North Macedonia

Portfolio
LinkedIn

ABOUT ME

Product Designer experienced in B2B SaaS platforms and e-commerce experiences, translating complex requirements into intuitive, user-centered solutions. Skilled in UX/UI design, interaction design, prototyping, responsive interfaces, and scalable design systems. Collaborative across product and engineering teams, with experience using 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

• Designed B2B SaaS and customer-facing e-commerce experiences across web and mobile, including enterprise tools, offer landing pages, and purchasing flows.
• Translated complex requirements, conditional workflows, and client needs into intuitive user flows, responsive interfaces, and prototypes.
• Collaborated with product managers, designers, and engineers to explore solutions, refine interactions, and support implementation through design QA.
• Contributed to FEVO's design system, improving components and interaction patterns for consistency, accessibility, and scalability.
• Balanced business goals, user needs, and usability through product-driven design decisions.
• Integrated AI-assisted workflows to accelerate design exploration, iteration, and implementation.
• Designed across product and brand initiatives, including FEVO's website redesign, brand refresh, and campaign assets.

UX/UI Designer

Involve Development

Dec 2024 - Oct 2025 · Skopje

• Designed and optimized B2B SaaS platforms, marketplaces, e-commerce products, and responsive websites, focusing on usability and intuitive interfaces.
• Translated complex product requirements into intuitive user flows, interactive prototypes, and responsive interfaces, simplifying workflows and improving the overall user experience.

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)

• Conducted UX/UI audits and research, leveraging Google Analytics insights to improve navigation, usability, and visual consistency.
• Collaborated with developers, product owners, and marketing teams to refine solutions and support implementation.
• Created brand and marketing assets, using AI-assisted workflows for visual exploration, campaigns, and promotional materials.

UX/UI Designer

IT Labs

Jul 2024 - Oct 2024 · Skopje

• Designed and optimized responsive websites, including Growth Labs Academy and IT Labs web pages, focusing on usability, consistency, and user-centered design.
• Leveraged Google Analytics and user behavior insights to inform design decisions, refine user experiences, and identify opportunities for improvement.
• Collaborated with cross-functional teams to deliver digital experiences and created reusable visual assets and social media templates to support brand consistency.

Social Media Designer

Energy Intelligence - System Engineering for Smart Home Solutions

Oct 2023 - Jul 2024 · Skopje

• Designed digital marketing assets and social media campaigns, translating technical smart home solutions into clear, engaging visual communication while maintaining brand consistency.
• Researched industry trends, developed monthly content calendars, and collaborated with stakeholders to align creative direction with business goals and marketing initiatives.

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