

Teoman Maksut

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Four years across product design and UX education. I ship research-informed, end-to-end web and mobile work in agency and in-house teams, and I teach the UX Design Process and Design Thinking at degree level. Certified Webflow Expert. I use generative-AI workflows to move faster. What to keep is still a human call.

EXPERIENCE

Professor: UX Design Process & Design Thinking · Brainster Next College

Apr 2025 – Present

- Built the college's UX Design Process and Design Thinking curriculum from scratch: two accredited 7.5-ECTS courses, 65+ second-year students.
- Designed it in Figma as a five-stage arc, Empathize to Test, with usability-testing protocols and research methods every cohort used on real projects.
- Mentored students one-on-one on research, problem framing, and portfolio craft. 70% finished with a portfolio-ready case study.
- Set assessments around real design problems, not exercises. They produced 45+ case studies students could take to interviews.

User & Learning Experience Designer · PlatformX Communications

May 2024 – Present

- Built a company-wide development framework after the TalkTalk demerger: one learning strategy across 5 departments and 800+ staff.
- Made LinkedIn Learning the primary L&D platform and ran the launch to 800+ employees, C-suite sign-off included.
- Redesigned module interactivity and information architecture to cut cognitive load. Engagement rose.
- Treated each interactive course as a product with its own lifecycle, and completion climbed across 15+ of them.

- Ran 20+ stakeholder interviews and co-designed 15+ learning journeys with SMEs, each tied to a real user and business need.
- Built generative-AI workflows (Claude, ChatGPT, Gemini) to draft variations and synthesize research faster. The selection criteria were fixed; the last call stayed mine.

UX/UI Designer · Division Marketing Agency Jan 2023 – Mar 2024

- Ran end-to-end UX and UI for 4 client products, web and mobile. Research-led redesigns and A/B tests lifted conversion and engagement.
- Grounded flow decisions in user research and competitor analysis, and task-success went up.
- Built a shared design system (tokens, components, variants) with two developers. Less rework, and the work stayed user-centered.
- Standardized design-to-dev handoff across 4 builds in Figma Dev Mode: flows, personas, journey maps, wireframes, and hi-fi prototypes on Variables and Auto Layout.
- Audited 8 product flows against WCAG 2.2 AA, fixed what failed, and screen-reader task completion improved.

EARLIER CAREER

Creator Sales · Influencers Club Mar 2022 – Dec 2022

Sales Representative · Publishing Center 2019 – 2022

Market Research Specialist · Market Vision 2019

SKILLS

UX & PRODUCT

User Research · Usability Testing · A/B Testing · Information Architecture · User Flows · Interaction Design · UI & Visual Design · Responsive & Mobile-First Design · Design Systems (tokens, components, variants) · Wireframing · Prototyping · Human-Centered Design · Design Thinking · Product Thinking · Stakeholder Interviews · Competitor Analysis

ACCESSIBILITY

WCAG 2.2 AA · Inclusive Design · ARIA · Color Contrast · Screen Reader Testing

TOOLS

Figma (Variables, Auto Layout, Dev Mode) · FigJam · Miro · Webflow (Expert Certified) · Framer · HTML & CSS (via Webflow) · Generative-AI Design (Claude, ChatGPT, Gemini) · Adobe Illustrator · Adobe Photoshop

LEADERSHIP

Cross-functional Collaboration · Stakeholder Management · Mentorship · Curriculum Design · Learning Experience Design

EDUCATION & CERTIFICATIONS

Stepping Up to Management, QA Ltd · 2024

Webflow Expert Certification, Webflow · 2024

Webflow Layouts (Levels 1 & 2), CMS, and 101 Certifications, Webflow · 2023–2024

Certified UX/UI Designer, Skala School, Skopje · 2022

BA in Audiovisual Arts, University of Audiovisual Arts Europa Prima, Skopje · 2013

INTERESTS & FOCUS AREAS

Design systems · 0-to-1 product design · UX education & design culture · No-code tooling (Webflow, Framer) · Interaction design · User research methods · B2B SaaS · Product strategy