

Mihkel Sülla

Senior Product Designer

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Senior Product Designer with five years of experience designing digital products used by hundreds of thousands of people.

I also build and ship my own products, which gives me a practical understanding of the engineering side.

Experience

Telia Eesti AS

APRIL 2023 – PRESENT

Senior Product Designer

- Design lead for Telia Mobility, responsible for the end-to-end experience of all Telia's mobile services.
- Led UX for Telia Turvavõrk, a cybersecurity service, from Telia's VUNK business accelerator to market launch. It sold 4× its forecast in the first three months and won Bronze for service design at the Estonian Design Awards 2026.
- Worked in the TV team when Netflix joined Telia TV, the first streaming service inside the telco. Designed the end-to-end customer journey, working with the in-house TV UI designers to keep the journeys consistent for the user.
- Designed the content page framework and its Figma guidelines, used on every service page across Internet, TV, Mobile and B2B. New pages take 24% fewer developer hours to build.
- Made the service pages mobile-first. Mobile's share of traffic grew from 40% to 52% over the following year.
- Ran the usability testing, user interviews, card sorting and analytics behind product decisions. The Turvavõrk research alone involved 530 people.

Nobel Digital OÜ

JANUARY 2022 – APRIL 2023

UI/UX Designer

Mostly for Nobel's partner Excelsea GmbH, Germany

- Designed ee.ee, a platform serving consumers and the businesses managing their local online presence. Worked alongside a mentor for the first six months, then increasingly on my own, directly with the in-house developers.
- Designed Markee, Excelsea's white-label version of the platform for the Baltic and wider European markets, as the only designer on it.

- Designed the public pages, onboarding flows and the style guidelines used across the platform.
- Designed the B2B dashboard, bringing Google, Facebook, Bing and Reddit ratings together with social media management in one place.

Acty OÜ

JUNE 2020 – FEBRUARY 2021

Graphic Designer

- Designed banners, logos, marketing materials and brand assets.
- Taught myself product design alongside the job.

Skills

RESEARCH	Usability testing · User interviews · Card sorting · A/B testing · Google Analytics · Medallia
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DESIGN	UX/UI design · Service design · Interaction design · Wireframing · Prototyping · Design systems · Information architecture · Responsive design
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DEVELOPMENT	React · HTML/CSS · JavaScript · Pine Script
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TOOLS	Figma (expert) · Adobe Creative Suite · Miro
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Recognition

AWARD	Bronze, Estonian Design Awards 2026, service design (Telia Turvavõrk)
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MENTORING	Presidential Education Hackathon 2026
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Side projects

FIGHTSCHEDULE	A live combat sports schedule I designed and built on my own, from idea to launch in three weeks. fightschedule.live
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TRADINGVIEW	Indicators SSL Hybrid and QQE MOD, written in Pine Script: 33,000 followers and 30,000+ boosts (likes). tradingview.com/u/Mihkel00
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Education

Kuressaare Ametikool

2009 – 2013

Information Technology