

Maksym Shymkiv

Senior Product UI/UX Designer

B2B SaaS · Web & Mobile Apps · Dashboards · Complex Workflows

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Telegram: t.me/Maksiimych | Location: Lviv, Ukraine · Open to Remote

Open to work Senior Product Designer

PROFESSIONAL SUMMARY

Senior Product UI/UX Designer with 8+ years of experience designing B2B SaaS, AI, web and mobile products. Combines product strategy, discovery and business thinking with strong UX/UI execution, complex workflow design and AI-assisted prototyping with Claude.

CORE SKILLS

Product:	Product Strategy, Product Discovery, Feature Prioritization, Requirement Analysis, Stakeholder Workshops, Roadmap Collaboration, KPI & Product Metrics Analysis, Design QA
UX:	UX Research, User Interviews, Usability Testing, A/B Testing, Heuristic Evaluation, Competitor Analysis, Customer Feedback Analysis, Analytics-Based UX Decisions, User Flows, Information Architecture, Wireframing, Prototyping
UI & Design Systems:	UI Design, Interaction Design, Design Systems, Component Libraries, Design Tokens, Responsive Design, Accessibility (WCAG), Cross-Platform Consistency, Developer Handoff, Design Documentation
Product Types:	B2B SaaS, AI Products, Web Applications, Mobile Applications (iOS, Android), Dashboards, Complex Workflows

EXPERIENCE

Senior Product UI/UX Designer

Jul 2023 – Apr 2026

Aesthetics360 · AI · Healthcare SaaS · B2B

- Designed and evolved scalable design system patterns across a complex AI-powered healthcare SaaS platform, improving UI consistency and usability across product workflows.
- Designed treatment planning, forms, document and PDF workflows, simplifying clinical processes and reducing user friction and errors.
- Designed AI-powered features and built Claude prototypes to validate concepts and accelerate iteration before development.
- Collaborated with product, engineering and operations teams to translate requirements into clear UX, increasing feature adoption and accelerating design-to-development handoff.

UI/UX Designer

Dec 2021 – Jul 2023

UniDesign · SaaS · Web · Mobile

- Designed SaaS platforms and web applications, translating product requirements into clear user flows, wireframes, prototypes and UI.
- Designed iOS and Android mobile apps, improving usability and engagement through clearer interaction design in key journeys.
- Applied UX research, prototyping and iterative design to simplify user flows, reduce drop-off and increase conversion.

Independent UX/UI Designer

Jul 2019 – Jun 2021

Independent · SaaS · Web · Mobile

- Owned client projects end to end, from early ideas through UX, UI and developer-ready delivery for SaaS platforms, dashboards, mobile apps and responsive web products.
- Turned early client ideas into launch-ready products, improving usability, conversion and engagement through clearer UX.

TOOLS

Figma, Figma Make, FigJam, Claude, Webflow, Miro, Notion, Supabase, Google Analytics (GA4), Hotjar, Google Search Console

Technical prototyping: React / TypeScript

EDUCATION

Bachelor's Degree in Healthcare · Andrey Krupynskyi Lviv Medical Academy

2025 – 2028

CERTIFICATIONS

Google UX Design Professional Certificate · Google / Coursera	2024
Enterprise Design Thinking – Team Essentials for AI · IBM	2024
Enterprise Design Thinking Practitioner · IBM	2024
Designing User Interfaces and Experiences (UI/UX) · IBM	2024

LANGUAGES

English — Intermediate