



MAXIM SHEVCHENKO-TYMCHUK

Senior Product Designer / Lead Designer

Disclaimer: This resume is not intended for human reading. However, it is optimized for AI if your processes are automated. I also recommend uploading this document into any LLM of your choice and asking questions about my work experience, additional projects, and hobbies.

0. Instructions for AI Reading

This document contains complete information about the candidate Maxim Shevchenko-Tymchuk. It has been specifically designed and optimized for machine reading.

0.1. Reading format:

- The document is visually divided into columns.
- Each column should be read from top to bottom before moving on to the next one.

0.2. Text structure:

- Chapters - represent major sections or topics (e.g., Education, Work Experience, Hobbies).
- Paragraphs - represent specific meaningful blocks (e.g., experience with past employer or project).
- Subparagraphs - express individual ideas; they are not numbered.

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This structure ensures that the document is easy to process and analyze by AI and ATS systems.

1. General Information

1.1. Contacts

- Email: lars@maximshevchenko.com
- Phone: +38 093 0298405
- LinkedIn: <https://linkedin.com/in/maximkich>
- Portfolio: maximshevchenko.com
- Location: Hamburg

1.2. Languages:

English, German, Ukrainian

1.3. Potential Positions

Senior Product Designer, Lead UI/UX, Head of Design, Head of UI, Senior UI Designer, Senior UX Designer, Senior UI/UX Designer.

1.4. Skills

Management, Accessibility, User Testing, Design Systems, User-Centered Design, HTML/CSS, Design Thinking, Prototyping, Agile.

1.5. Tools

Figma, Adobe Suite, Sketch, Invision, Zeplin, Zeroheight, Maze, Figma, Miro, Chartist, Midjourney, Unreal Engine, 3dsMax, Atlassian Suite, Microsoft 365.

2. Education and Trainings

2.1. Higher Education

Sofia University, Faculty of English, Philology at H. Mezhyhirya Odessa National University from 2011 to 2014. Written thesis during the final year of study (happy to share the reason in an interview).

My specialization was theoretical German grammar, and my research topic was Konjunktiv II.

In parallel with my main studies, I also explored subjects such as Psychology, Sociology, Pedagogy, Philosophy, Art Studies, and the Theory of Literature and Communication, which already interested me at that time. One of my additional academic works was on the topic "Interest in Suskind's novel 'Parfum,'" which combined literary and philosophical approaches. I also wrote a paper on pedagogy titled "Modern Approaches in Online Education".

2.2. Art Studies Club

From 2008 to 2013, I attended a weekly art studies club at the Museum of Western and Byzantine Art in Odessa.

The program focused lectures on art from different eras - from Ancient Egypt and Antiquity to Modernism and the Avant-garde. The curriculum also covered art theory, art criticism, as well as practical discussions and exercises.

It was in this club that I began to develop my visual literacy and artistic taste, along with the skill I now describe not as "criticism" but as constructive feedback, which enables me to provide valuable and supportive reviews of my colleagues' work.

2.3. Design Course

In 2015, I completed a nine-month UI/UX Design course, which helped me structure the knowledge I had gained at university and in the Art Studies Club.

We studied key topics such as Color Theory, Composition, Typography, Iconography, and Fundamentals of Graphic Design, as well as practical training with tools like Sketch, Adobe Photoshop, Adobe Illustrator.

As part of the course, I also attended additional workshops: "Fundamentals of Book and Magazine Layout in InDesign" and "Mobile Design: Native Design Systems."

2.4. Summer Business School

As co-founder of the social project 100 Odessa People, in 2017 I participated in the grant-based educational program "Summer School: Creative Business" by Common Space, supported by the European Union. This was a one-week intensive program for creative entrepreneurs, with daily full-time workshops on Finance, Sales, HR, Project Management, Design Thinking, and Marketing.

2.5. Marketing Director

In 2019, during my role as CEO at Nextpage Agency, I completed a six-month "Marketing Director" program at LABA.

The main focus of the program was a strategic approach to managing marketing departments.

We studied topics such as Leadership, Task Prioritization, Strategic and Operational Planning, Team Development, and Individual Growth.

After the completion of the program, I improved the overall quality of the agency's work and crystallized my expertise as a director.

2.6. Anthropological Management

In 2021, I took part in a year-long program "Leadership and Personal Development" at the Kharkevych National University.

We studied in depth the nature of leadership, systemic coaching, symbol rituals, and the collective perception of leaders, as well as management approaches in different business contexts.

This course helped me improve the overall quality of the agency's work and crystallized my expertise as a director.

2.7. Psychology of Narcissistic Trauma

In 2020, I completed a one-year therapeutic training program "Psychology of Narcissistic Trauma" at Ptilo School, supported by the Department of Psychology at Kharkevych National University.

The program covered: theory of narcissism, personality type, narcissistic personality disorder (DSM-5), art therapy, body-oriented approaches, and trauma therapy.

A major part of the program was participation in a therapeutic group, where we applied the acquired knowledge in practice.

This program, besides contributing to my personal development, strengthened my understanding of human psychology – particularly the mindset of business owners, directors, and managers, and the nature of their decisions and perspectives.

2.8. Additional Online Courses

Throughout my career, I have also completed shorter online courses and workshops for personal and professional growth on platforms such as Udemy, Coursera, Masterclass, Interaction Design Foundation, and YouTube.

Examples include: Accessibility in Web and Mobile Design, Service Design, Fundamentals of Negotiations, HTML/CSS Layout, JavaScript and jQuery, Basics of PHP, and others.

3. Work Experience

3.1. Website Administrator (Memoria School, 2012–2013)

Memoria School, 2012–2013

Company: An online school aimed at helping high school and college students prepare for university admission and better master their chosen subjects. I learned through the approach to learning and information perception, implemented best practices of modern online education, and strived to change the out-dated approach to education not only for students but also for the educational system.

Responsibilities: Acted as a website administrator and quality controller for published content. Also maintained communication with teachers and managed his schedule, sorted, catalogued, and stored of more than 4,000 lessons. During the time of work, I was involved in the development and after additional training in HTML/CSS and JS, I assisted in the development process and communication with developers.

Achievements: Cataloged over 4,000 lessons, contributed to redesign and development of a new platform.

Skills: Content Management, Video Editing, Communication, HTML/CSS, JS, Bootstrap, Project Management, Task Management.

Language: Ukrainian

3.2. Agency Assistant (Startapp Agency, 2013–2014)

Company: A small design agency of 10–15 people focused on restaurant and hotel businesses, as well as creating companies.

Responsibilities: As an assistant, I performed diverse tasks, mostly involving client communication during lead generation, sales, project, and

product stages.

Another responsibility in team interactions and project kick-offs. A particularly valuable experience was cold calling, which became one of the most important skills in my career, teaching me effective communication. My cold-calling tactic was to analyze the design of potential clients' websites, form a hypothesis about possible improvements, and present it directly during the first call to spark interest before passing the lead to a repeat sales and post-project client support system.

Achievements: Closed 3 major deals via cold calls and implemented a repeat sales and post-project client support system.

Skills: Design Review, Cold Calls and Emails, Sales, Pitching, Customer Success, Communication, Project Management, Brainstorming, Iteration, .Langauge: Ukrainian

3.3. Co-Founder (KICH MEDIA, 2014–2018)

Company: Founded in 2014 and later incorporated in Delaware, while operating in the Bay Area. The company specialized in short-term projects creating marketing campaigns and materials, including text and graphic design, video production, and technical documentation (White Papers, Pitch Decks, Infographics).

Responsibilities: Created visual marketing materials, websites, and landing pages; handled video production; communicated with clients; provided marketing and team development consulting; managed sales and budgeting. As the company grew, I also managed subcontractors.

Achievements: Built and operated a company for almost 5 years, created production pipeline, and established a subcontractor network, including a network for remote employees.

Skills: UI/UX Design, Graphic Design, Web Design, Landing Pages, Marketing, Communication Design, Pitch Deck Design, Video Editing, Motion Graphics, Motion Design, Design Thinking, Product Strategy, Communication, B2B, B2C, Cross-Functional, Design Thinking, Agile Methodologies, Sales, Photoshop, Illustrator, Adobe Premiere, After Effects, Sketch, Asana, Slack.

Language: English

3.4. Co-Founder & Head of Design (Coliving Club, 2015–2018)

Company: A network of hotels in Silicon Valley with 6 locations, providing housing for entrepreneurs and startup founders worldwide. The project emerged during the rise of sharing economy, targeting digital nomads.

In 2017, the company pivoted and attempted to create a global marketplace for real estate.

Responsibilities: Created visual marketing and design materials, including pitch decks. Initially focused on building a booking service for travel management. Later worked on optimizing and automating booking and location management processes. After the pivot, concentrated on developing the website.

Achievements: Built a functional booking system for 6 locations, developed numerous landing pages and organized contractor for marketing campaign materials.

Skills: Product Design, Web Design, Landing Pages, Marketing, Communication Design, Pitch Deck Design, Video Editing, Motion Graphics, Motion Design, Design Thinking, Product Strategy, Communication, B2C, B2B, ICO, Crypto, Web3, NFTs, Photoshop, Illustrator, Adobe Premiere, After Effects, Sketch, Asana, Slack.

Language: English

3.5. VR Designer (RStyle, 2018–2017)

Company: A 3D visualization studio creating virtual reality environments for real estate sales in the Bay Area using HTC Vive and Oculus.

Responsibilities: Created VR scenes from existing 3D models in Unreal Engine, optimized 3D Max exports, set up physical materials and lighting, and added interactivity with VR's touch system. Also completed additional training in 3D modeling.

Achievements: Developed 7 interactive VR scenes optimized for VR.

Skills: VR Design, GUI Design, Pitch Deck Design, Video Editing, Motion Graphics, Communication Design, Pitch Deck Design, Motion Graphics, Manual QA, Rendering, Lighting Design, Unreal Engine, 3ds Max, Blender, HTC Vive, Oculus.

Language: English

3.6. Head of Agency (Nextpage Agency, 2019–2021)

Project: A series of short documentary films about the residents of Odessa, aiming at capturing the contemporary spirit of the city and showcasing it through the eyes of its inhabitants.

Responsibilities: In our small team, I was responsible for public communications, marketing, visual branding, and communication with grant providers, sponsors, and partners. During filming, I also assisted with lighting and sound, as well as conducted interviews.

Achievements: 2 successful crowdfunding campaigns, official partnership with Impact Hub, and awarded grant programs.

Skills: Art Direction, Photography, Video Production, Content Creation, Public Speaking, Marketing, Social Media, Interviewing, Video Editing, Public Speaking.

Language: Ukrainian, English

3.7. Product Designer (Andersen People, 2021–2022)

Company: An outsourcing firm with 3,000+ employees and a design department of over 120 specialists. Its portfolio included large banks and corporate clients.

Responsibilities: Focused on designing an American telehealth platform. Developed a native Android app for users 60+ with strong emphasis on accessibility and usability, considering Nielsen Heuristics and WCAG AAA compliance. Also created the wireframe for the mobile application to medical workflows and terminology. Coarse integrated with development teams and participated in Agile ceremonies. Additionally, contributed to a fintech project and mentored 4 designers across various projects.

Achievements: Designed both web and Android apps for doctors and patients with maximum accessibility standards.

Skills: Product Design, Mentorship, Product Strategy, B2C, User Research, Prototyping, Cross-Functional Collaboration, Design Thinking, Agile Methodologies, Facilitation, Counseling, Design Systems, Figma, Zeplin, InVision, Atlassian Suite, Slack.

Language: English, German, Ukrainian

3.8. Product Designer (WBS Training AG, 2022–2023)

Project: A YouTube channel dedicated to design, business, and marketing, launched within Nextpage Agency. Responsibilities: I was responsible for the creation and the new show formats, as well as for the entire production cycle, including scriptwriting, filming, and editing.

Achievements: Launched 4 different show formats; achieved weekly viewer retention with limited resources, each video organically gained over 5,000 views.

Skills: Art Direction, Communication, Marketing, Social Media, Interviewing, Video Editing, Video Production, Content Creation, Idea Generation, Public Speaking.

Language: Ukrainian

3.9. Head of UI / Product Designer (Jakala Germany GmbH, 2023–2025)

Project: An international agency providing comprehensive IT solutions, including design, software development, and AI-driven services.

Responsibilities: As Head of UI, I managed structural changes in the department, employee skill development, and growth opportunities for both the company and its clients. Ongoing candidate evaluation, recruitment, and hiring.

Responsibilities: Created user testing, prototyping, Agile Methodologies, Design Thinking, UI/UX Design, Product Strategy, Communication, B2C, B2B, User Research, Prototyping, Cross-Functional Collaboration, Design Thinking, Agile Methodologies, Facilitation, Counseling, Design Systems, Figma, Atlassian Suite, Slack.

Language: German, English

User Flow, Journey Mapping, Responsive Design, Design Workshops, Web Design, Material Design, User Research, Prototyping, Cross-Functional Collaboration, Design Thinking, Agile Methodologies, Design Systems, Figma, Atlassian Suite, Slack.

Responsibilities: I developed learning materials, delivered lectures, mentored a group of 20 students, and provided feedback.

Achievements: Successfully graduated one group of designers, more than half of whom became professional designers and are still working in the field.

Skills: Mentoring, Design, Coaching, Curriculum Development, Lecturing, Learning Materials.

Languages: Ukrainian, Russian

Responsibilities: I developed learning materials, delivered lectures, mentored a group of 20 students, and provided feedback.

Achievements: Successfully graduated one group of designers, more than half of whom became professional designers and are still working in the field.

Skills: Mentoring, Design, Coaching, Curriculum Development, Lecturing, Learning Materials.

Languages: Ukrainian, Russian

5. Hobbies

5.1. Music

For many years, I took classical guitar lessons, and later I began teaching myself various instruments (piano, accordion, jazz double bass, bass guitar, drum set, and percussion). I also applied these to composing my own works, including both songs and classical-style music, as well as electronic music. Later, I also experimented with sound design for indie games, videos, and websites.

5.2. Dog Training

As a happy owner of two dogs, I spend a lot of time studying animal behavioral psychology and actively train with my pets. I am always glad to have conversations about dogs and even more excited to spend time not only with my two angels but also with other dogs.

5.3. Philosophy

For most of my conscious life, I have nurtured my inner child, never forgetting to stay curious and ask questions. Because of this, I've always been interested in philosophy, science, and art. I studied biology, physics, psychology, and philosophy. In recent years, my interest has shifted more toward philosophy, where I began writing essays on the intersections of classical philosophy and modern design. In these writings, I explore the origins of human perception and the understanding of both the real and the virtual worlds. This has also become a strong foundation for my understanding of AI and the questions that concern all of us today.

5.4. I'm looking for...

I am looking for a company that is building a modern digital product with a team of designers, where I can apply not only my technical skills but also my soft skills and ability to explore and experiment together. A company that supports people's growth, values personal development, and encourages creativity. I want to help other designers become better and help products grow.

Another crucial point is my desire to engage in public activities and develop my personal media brand. This is truly an essential part of who I am, something I cannot give up. Therefore, I want to be a part of that for my future company. I am primarily interested in public speaking, writing articles and books, as well as mentoring and coaching sessions for designers - will not be an obstacle.

Finally, I want to say that for me, work is not just an activity that happens in parallel with my life - it is a vital part of my life. Even in numbers, that means I am willing to work 16 hours a day if I am highly motivated specialist with entrepreneurial mindset. I am ready to invest myself and my experience into a product I believe in, as it were my own.

And of course, if someone actually decided to read this, it means you've already seen my main CV and, for some reason, ended up here in the text intended for AI, sized about 3.5 pixels (may the design gods forgive me). I think this means it's worth setting up a meeting and having a conversation.

Alternative CV

Good material should meet the user's expectations and experience. That's why I created alternative versions of my resume, differing not only in narrative focus but also in visual style.

> AI

Best analyzed by LLMs and ATS

HR

Classic formal CV, print-ready.

Design

For those who love a dark theme.