

Max Demchenko

Product, UX/UI designer

e-mail: spicy.brush@gmail.com

phone: +380 (98) 464 83 86

Experience

● **Product & UX/UI designer lead**

Feb 2016 – till now Teradek LLC

- Product Design
- UX/UI Design
- Data Analysis
- Team Management
- Qualitative & Quantitative Research
- Further Product Development

● **Product Designer (Consulting)**

Sep 2020 – till now MD Design

- Data Analysis & Research (qualitative and quantitative)
- Team Workflow Creation & Optimization
- Building Product Design Competencies
- Product Development & Support

● **Senior UX/UI designer (Outsourcing)**

Sep 2014 – Feb 2016 Beetroot Design

- Websites & Apps (UX/UI Design)
- Identity & Branding

● **Graphic and web designer**

Feb 2014 – Sep 2014 Freelance

- Participation in Design Competitions (Effie, D&AD, etc.)
- Development & Execution of Creative Concepts for advertising campaigns
- Identity & Logo Design

● **Art director/lead designer**

Aug 2013 – Feb 2014 PRP Ukraine

- Development & Execution of Creative Concepts for advertising campaigns
- Identity & Logo Design

● **Graphic designer**

Nov 2010 – Apr 2013 UkrSibbank BNP

- Designing Layouts for Outdoor Advertising
- Creating Layouts for Catalogs & Brochures
- Designing Flash Banners

Education

● "Graphic Design: Master" Course

Jan 2014 *School of visual communication*

- Design thinking techniques
- Creation and management of design processes
- Creating signs and logos
- Developing integrated corporate identity systems
- Designing multi-page publications
- Typography in design and advertising

● Design Thinking Practice

Nov 2013 *School of visual communication*

- Studying methods of problem perception in the design process
- Exploring the stages of classical design thinking development
- Creating a personal model for solving creative challenges
- Researching modern design paradigms and their evolution

● Sketching & Artistic Composition

Aug 2012 *Private classes*

- Gaining proficiency in freehand drawing
- Understanding composition principles and patterns

● Faculty of Marketing (Master's degree)

Oct 2011 *Kyiv National Economic University*

Skills

Design: UX/UI Design • Design Strategy & Presentations • User Flowss • Concept Sketches
• Wireframes & Mockups (Sketch, Figma) • Design Systems, Style Guides & Pattern Libraries
• Magician (Figma Plugin) • Uizard • Galileo AI • Maze • UserTesting • Lookback • UXtweak

Research: Google Analytics • Hotjar • Mixpanel • Amplitude • A/B Testing (Google Optimize, Optimizely) • Surveys (Google Forms, Typeform, SurveyMonkey) • Heatmaps (Crazy Egg, FullStory) • Session Recordings (Hotjar, Smartlook) • Small Sample Size & In-Depth Insights
• User Motivations & Contextual Understanding • Open-Ended Questions & Pattern Recognition
• Observational Methods & Iterative Learning

Collaboration: Organizing Workshops • Sprint Planning & Sprint Reviews • Facilitating Design Critiques • Running Design Bootcamps • Hypothesis Testing

Programing: C++ • C# • Java • Python