



MAXIM SHEVCHENKO-TYMCHUK



Product Designer – UI/UX Designer

Hamburg

CURRENTLY

As Head of UI and Product Designer at Jakala Germany GmbH for past 2 years I lead a department of 13 designers and design public transportation part of the hvv switch app for Hochbahn AG.

Hands-on designer with strong focus on creativity and usability. Passionate about building products that combine business value with outstanding user experience.

- ✓ German and English – C1
- ✓ Management experience
- ✓ No Visa support needed
- ✓ B2B – 5 years
- ✓ B2C – 7 years
- ✓ User-Centered Design
- ✓ Accessibility (WCAG)
- ✓ Web and App design
- ✓ Design Systems
- ✓ UX Research
- ✓ Agile/Scrum
- ✓ HTML/CSS
- ✓ Adobe CC
- ✓ Figma
- ✓ AI

CONTACTS

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SKILLS

User-Centered Design

Design Thinking
Accessibility (WCAG)
Usability Principles
User Interviews and Testing
Personas

UX Design

UX Research
UX Writing
Journey Mapping
Service Blueprints
Prototyping

Interface Design

Layout & Composition
Typography
Color Systems
Responsive & Adaptive Design

Design Systems

Creation & Maintenance
Token Architecture
Material Design
Human Interface Guidelines

Leadership

Hiring & Team Scaling
Workshops
Mentoring
Cross-functional Collaboration

Product Strategy

Feature Launch
Product Discovery
Prioritisation
Stakeholder Alignment

EXPERIENCE

Head of UI / Product Designer

Jakala Germany GmbH 2023 – present (Hamburg, Germany - On-site)

- Led structural changes in the UI department.
- Standardized hiring and career development.
- Mentored a team of 13 designers.
- As Product Designer, created user interfaces for B2C public transport apps (iOS & Android), including concept design, stakeholder communication, and usability testing.

Achievements: Improved hiring quality and career growth pathways, optimized resource allocation and planning across the agency, and launched initiatives to integrate AI tools into the design workflow. Successfully redesigned public transportation part of multimodal mobility app for Hamburg as a member of a scrum team with 8 Devs and part of Creative Team

UI/UX Designer

WBS Training AG 2022 – 2023 (Berlin, Germany - Hybrid)

- Designed an ERP system for course and resource planning (6,000+ courses annually, 2,000 employees).
- Conducted UX research and testing.
- Defined epics, user stories, and acceptance criteria.
- Co-managed the design system with two other designers.

Achievements: Delivered the concept and interface design for a highly complex enterprise scheduling and resource management product that became the primary tool for staff, optimizing workflows and improving efficiency.

TOOLS

Figma — Sketch
Invision — Zeplin — ZeroHeight
Maze — Hotjar — GoogleAnalytics
Figjam — Miro
ChatGPT — Gemini — Claude
Midjourney — Leonardo.ai
Unreal Engine — 3dsMax
Adobe Suite
HTML/CSS

EDUCATION

German and English philology
(I.I. Mecnikov Odesa National
University)

TRAININGS

Leadership and
Anthropomanagement (Habitus)
UI/UX Design (Point School)
Summer school. Creative business
(Common Space)
Psychology of narcissistic trauma
(Pline)
Marketing Director (LABA)

LANGUAGE

German — C1
English — C1
Ukrainian — native

Product Designer

Andersen People 2021 — 2022 (Odesa, Ukraine - On-site)

- Designed a telehealth platform for patients aged 60+ and a web portal for doctors, with a focus on accessibility (WCAG AA) and medical workflows.
- Collaborated with development teams in Agile processes and mentored 4 designers across projects.

Achievements: Created Android and web apps that significantly improved accessibility for elderly patients while supporting doctors' specific workflows. Contributed to a fintech project and strengthened team capabilities through mentoring.

Chief Executive Officer

Nextpage Agency 2019 — 2021 (Odesa, Ukraine - On-site)

- Directed a full-cycle design agency, overseeing business development, art direction, hiring and sales.
- Worked directly with clients and led the creative vision for award-winning projects.

Achievements: Scaled the team from 12 to 25 employees, increased project profitability by ~20%, and secured 35+ international design awards. Positioned the agency among the top 10 creative studios in Ukraine.

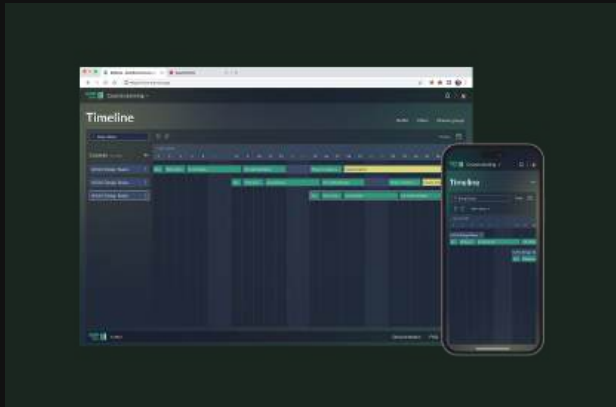
Director of Product Design

Coliving Club 2015 — 2018 (San Francisco, USA - Remote)

- Designed and optimized the booking system, and oversaw automation of location management.
- Led design for the marketplace concept during the pivot.

Achievements: Built a functional booking system serving 6 active locations, developed a visual identity and marketing assets, and transitioned the design vision from physical services to a scalable digital marketplace.

PORTFOLIO — PORTFOLIO

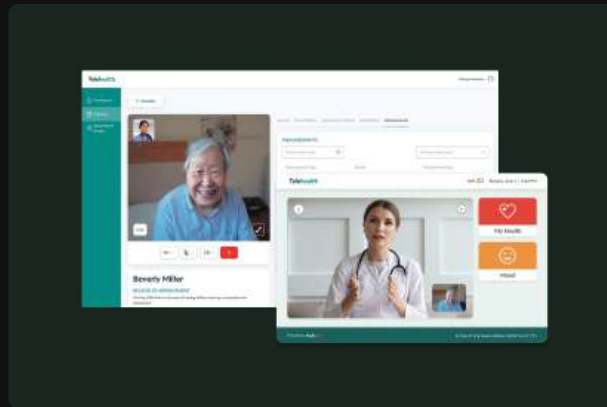


ERP Application

Product Design

Education

At WBS Training AG, I worked on an ERP system supporting 6,000+ courses, 2,000 employees, and government partnerships.

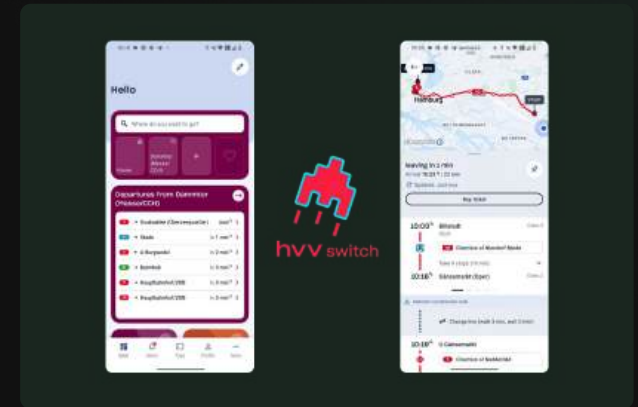


Telemedicine Platform

Product Design

Healthcare

The challenge was to create a telemedicine platform tailored for elderly users, ensuring simplicity, trust, and ease of use.



hvv switch App

Product Design

Public Transport

I design public transportation part of the hvv switch app for Hochbahn AG including redesign and new features.

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