

Maxym Nikitenko

Senior Product Designer

Kyiv, Ukraine · Remote / hybrid · juahoo@gmail.com · maxym.nikitenko.pro · linkedin.com/in/maxym-nikitenko

PROFILE

Product designer with 10+ years of experience across fintech, enterprise, and SaaS. I own the full cycle — from discovery and user research to hi-fi prototypes, developer handoff, and continuous iteration — and make data-driven decisions. I test hypotheses and validate solutions with end users. I articulate and defend design decisions to teams and stakeholders, and find the sweet spot between maximum impact and engineering effort. Fluent in Figma.

KEY SKILLS

Discovery & research

- gathering requirements with stakeholders, defining business goals and success metrics;
- competitor and product analysis, analytics and quantitative data, constraints from development, systems, or integrations;
- user research — interviews, surveys, observation, capturing pains, needs, and motivations, building UJ/CJM (As-Is / To-Be);
- usability testing on prototypes with users using SUM metrics (time, errors), CSAT/SEQ; A/B validation of concepts;
- writing specifications and prioritization — features and tasks by value/effort (e.g., MVP scope);
- presenting results — discovery report and final sign-off with stakeholders, legal, and security;
- monitoring metrics and funnels of shipped functionality, and iterating.

EXPERIENCE

Product Designer · Raiffeisen Bank

November 2022 – present · Kyiv (remote)

Cards domain at one of Ukraine's largest banks (2.7M+ customers).

- Reduced in-branch client onboarding from 30 to 5 minutes.
- Designed self-service card issuance in the app — customers ordered 100,000 cards in six months, significantly improving customer experience and freeing up ~8,300 staff hours (≈8 full-time employees) for branch and call-center managers.
- Covered the full range of card services for individuals, sole proprietors, and legal entities (PI/PE/LE) — both self-service and for bank employees across roles (branch manager, call center, collectors, administrator, and others).
- End-to-end design process: from stakeholder interviews to handing off design artifacts to developers, implementation oversight, post-release analysis, and iteration.

Product Designer · Kolossal (DeepStateUA)

June 2023 – present · Remote

Volunteer project. Kolossal — a specialized OSINT system for the military, built by the team behind the DeepStateUA analytics project: automated collection and analysis of large intelligence datasets from open sources, satellites, and reconnaissance to plan military operations. The project received a grant from the Brave1 defense cluster and actively cooperates with Ukraine's Ministry of Defense, integrating its solutions into digital processes.

- Designed an intuitive interface tailored to the specifics of the domain.

- Key screens: a multi-layer, data-rich map, powerful search, data import/export, a planner, and an admin module.

Product Designer · HyperCharge (HyperPortal) February 2022 – October 2022 · Remote
Cloud-based BPM / workflow SaaS platform for business process automation; clients include large European companies (Volvo, DAF, MAN, etc.).

- Designed interfaces for complex enterprise-grade workflow and CRM modules, keeping them easy to use for business users while allowing extensive data configuration.

Lead Designer · Scallium 2020 – 2022 · Kyiv
Complex SaaS solution for e-commerce and marketplace platforms (client — Epicentre K).

- Built and evolved a design system that sped up the design of new modules and maintained UI consistency across the product.
- Tested hypotheses on prototypes with the target audience and ran usability tests with real users; communicated with clients, addressed pain points, and turned feedback into solutions.
- Mentored a designer and approved design decisions in line with the product strategy.

Senior Product Designer · Whirl Software 2018 – 2020 · Kyiv
Data analysis platform (OSINT system) in the government cybersecurity domain.

- Launched the product from scratch within a cross-functional Scrum team, working closely with BA, PO, and development.
- Built a design system based on Material Design and Angular components.
- Turned business goals and UX problems into design solutions; wrote design documentation and user stories.

Lecturer (UI/UX Design) · DAN.IT 2020 · Kyiv

- Taught a UI/UX design course to two groups (40 students): prototyping, user stories, design for websites and apps, admin panels, animation, client interviews, and a client project.

Senior UI/UX Designer · Trinetix 2014 – 2018 · Kyiv
Enterprise solutions: complex web systems, mobile apps, touch wall, branding. 12+ large-scale projects.

- Led a team of up to 4 designers on some projects: planning, task assignment, validation, and sign-off of solutions.
- Worked with a Big Four client (200K+ employees); a project won App of the Year in the enterprise app store.

Prior to 2014 — experience in UI and web design.

EDUCATION

Odesa I. I. Mechnikov National University
 B.Sc., Computer Systems and Networks

Discovery sprint — 4-day intensive (service.co)
Agile & Scrum course

2024
 2018