DESIGN-PORTFOLIO / CV

ABOUT

MAKSIM NOVIKOV.
UI/UX DESIGNER & FRONT-END DEVELOPER

CONTACT

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INFORMATION

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WECLIQ - HELPING MUSICIANS PRACTICE, CONNECT, AND GROW TOGETHER.

METIS - DESIGNING THE DIGITAL EXPERIENCE FOR AN ENTERPRISE AI PLATFORM.

SMART AIR - PRESENTING A TECHNICAL PRODUCT THROUGH CLARITY, TRUST, AND VISUAL STORYTELLING.

ABOUT ME

PROFESSIONAL SUMMARY

PRODUCT DESIGNER WITH 3+ YEARS OF EXPERIENCE DESIGNING DIGITAL PRODUCTS ACROSS SAAS, FINTECH, AI, ECOMMERCE, B2B PLATFORMS, AND STARTUPS. I SPECIALIZE IN CREATING INTUITIVE USER EXPERIENCES, SCALABLE DESIGN SYSTEMS, AND CONVERSION-FOCUSED INTERFACES THAT BALANCE USER NEEDS WITH BUSINESS OBJECTIVES.
EXPERIENCED IN LEADING THE FULL PRODUCT DESIGN PROCESS—FROM DISCOVERY, USER RESEARCH, INFORMATION ARCHITECTURE, AND WIREFRAMING TO HIGH-FIDELITY UI, INTERACTIVE PROTOTYPING, DEVELOPER HANDOFF, AND DESIGN IMPLEMENTATION.
BEYOND PRODUCT DESIGN, I HAVE PRACTICAL FRONT-END KNOWLEDGE IN HTML, CSS, AND JAVASCRIPT, ALLOWING ME TO COLLABORATE EFFECTIVELY WITH ENGINEERS AND UNDERSTAND IMPLEMENTATION CONSTRAINTS. I ALSO LEVERAGE AI TOOLS INCLUDING CLAUDE, CHATGPT, AND AI AGENTS TO ACCELERATE RESEARCH, IDEATION, DOCUMENTATION, AND DESIGN WORKFLOWS.
THROUGHOUT MY FREELANCE AND IN-HOUSE WORK, I HAVE DELIVERED 5,000+ WIREFRAMES, 150+ INTERACTIVE PROTOTYPES, AND DIGITAL PRODUCTS USED BY STARTUPS AND ESTABLISHED BUSINESSES ACROSS MULTIPLE INDUSTRIES.

CORE EXPERTISE

PRODUCT DESIGN:
UX DESIGN / UI DESIGN / PRODUCT STRATEGY / DESIGN SYSTEMS / INTERACTION DESIGN / USER RESEARCH / USER FLOWS / INFORMATION ARCHITECTURE / WIREFRAMING / RAPID PROTOTYPING / USABILITY TESTING

INDUSTRIES:
SAAS / FINTECH / AI PRODUCTS / ENTERPRISE SOFTWARE / ECOMMERCE / DASHBOARDS / MARKETPLACES / MOBILE APPS / B2B PLATFORMS

TECHNICAL SKILLS:

DESIGN:
FIGMA (EXPERT) / FIGJAM / ADOBE XD / PHOTOSHOP / ILLUSTRATOR / AFTER EFFECTS

DEVELOPMENT:
HTML5 / CSS3 / JAVASCRIPT / VISUAL STUDIO CODE / RESPONSIVE DESIGN / DEVELOPER HANDOFF

NO-CODE:
WEBFLOW / FRAMER / SHOPIFY / WORDPRESS / WIX

AI:
CLAUDE / CHATGPT / AI AGENTS / AI-ASSISTED DESIGN WORKFLOW

PROFESSIONAL SUMMARY

PRODUCT DESIGNER | UX/UI, WEBSITES & VISUAL IDENTITY

UPWORK (FREELANCE) AUGUST 2025 – PRESENT

WORKING WITH STARTUPS AND GROWING BUSINESSES TO DESIGN DIGITAL PRODUCTS FROM CONCEPT TO LAUNCH.

RESPONSIBILITIES

- DESIGNED SAAS PLATFORMS, AI APPLICATIONS, FINTECH PRODUCTS, ECOMMERCE STORES, DASHBOARDS, MARKETPLACES, AND MOBILE APPLICATIONS.
- CREATED USER FLOWS, INFORMATION ARCHITECTURE, WIREFRAMES, INTERACTIVE PROTOTYPES, AND PRODUCTION-READY UI IN FIGMA.
- BUILT SCALABLE DESIGN SYSTEMS AND REUSABLE COMPONENT LIBRARIES.
- DESIGNED RESPONSIVE MARKETING WEBSITES AND LANDING PAGES FOCUSED ON USER BEHAVIOR AND CONVERSION OPTIMIZATION.
- DEVELOPED BRAND IDENTITIES, LOGOS, ICONS, ILLUSTRATIONS, AND VISUAL ASSETS.
- COLLABORATED WITH DEVELOPERS TO ENSURE ACCURATE IMPLEMENTATION ACROSS WEBFLOW, SHOPIFY, WORDPRESS, AND FRAMER.
- USED AI TOOLS TO ACCELERATE UX RESEARCH, CONTENT GENERATION, IDEATION, AND DESIGN ITERATIONS.

SELECTED ACHIEVEMENTS

- DELIVERED 10+ PROJECTS
- MAINTAIN 100% JOB SUCCESS SCORE
- GAINED TOP RATED STATUS ON THE PLATFORM

UX/UI DESIGNER

MONTELUX AUGUST 2025 – DECEMBER 2025

DESIGNED DIGITAL EXPERIENCES FOR A PRIVATE BANKING PLATFORM, FOCUSING ON USABILITY, CONSISTENCY, AND SCALABILITY.

RESPONSIBILITIES

- DESIGNED CLEAN, INTUITIVE INTERFACES FOR FINANCIAL PRODUCT.
- BUILT AND MAINTAINED SCALABLE DESIGN SYSTEM.
- CREATED INTERACTIVE PROTOTYPES AND USER FLOWS IN FIGMA.
- CONDUCTED UX RESEARCH AND USABILITY TESTING.
- WORKED CLOSELY WITH PRODUCT MANAGERS AND DEVELOPERS.
- IMPROVED PRODUCT CONSISTENCY ACROSS MULTIPLE DIGITAL TOUCHPOINTS.
- CONTRIBUTED TO UX STRATEGY IN A HIGHLY REGULATED FINTECH ENVIRONMENT.

PRODUCT DESIGNER

NORDROOF JUNE 2024 – JUNE 2025

DESIGNED CUSTOMER-FACING INTERFACES AND MARKETING MATERIALS FOR A MODULAR HOUSE MANUFACTURER.

RESPONSIBILITIES

- DESIGNED RESPONSIVE WEB INTERFACES.
- CREATED UI FOR A B2P HOUSE CONFIGURATOR.
- PRODUCED CORPORATE PRESENTATIONS AND DIGITAL MARKETING ASSETS.
- IMPROVED USABILITY AND CUSTOMER ENGAGEMENT THROUGH UX ENHANCEMENTS.
- MAINTAINED CONSISTENCY ACROSS THE COMPANY'S DIGITAL PRODUCTS AND BRANDING.

PERFORMANCE MARKETING DESIGNER

OPOTO FEBRUARY 2023 – JUNE 2024

CREATED VISUAL CONTENT FOR MARKETING CAMPAIGNS ACROSS DIGITAL PLATFORMS.

RESPONSIBILITIES

- DESIGNED STATIC AND ANIMATED ADVERTISING MATERIALS.
- PRODUCED MOTION GRAPHICS FOR DIGITAL CAMPAIGNS.
- CREATED SOCIAL MEDIA ASSETS AND PROMOTIONAL VISUALS.
- COLLABORATED WITH MARKETING TEAMS TO STRENGTHEN BRAND COMMUNICATION.
- DELIVERED CREATIVE ASSETS FOR MULTIPLE CLIENT PROJECTS.

EDUCATION:
EUROPEAN HUMANITIES UNIVERSITY
BACHELOR OF ARTS (BA)
VISUAL DESIGN

FREECODECAMP ACADEMY
RESPONSIVE WEB DESIGN AND DEVELOPMENT CERTIFICATE

SELECTED PROJECT EXPERIENCE:
SAAS PLATFORMS / AI PRODUCTS / FINTECH SOLUTIONS / ECOMMERCE WEBSITES / LANDING PAGES / MOBILE APPLICATIONS (IOS & ANDROID) / DESIGN SYSTEMS / DASHBOARDS / CRM PLATFORMS / MARKETPLACES / BRANDING & VISUAL IDENTITY

LANGUAGES:
ENGLISH / LITHUANIAN / RUSSIAN

ADDITIONAL INFORMATION:
STRONG UNDERSTANDING OF FRONT-END DEVELOPMENT PRINCIPLES.

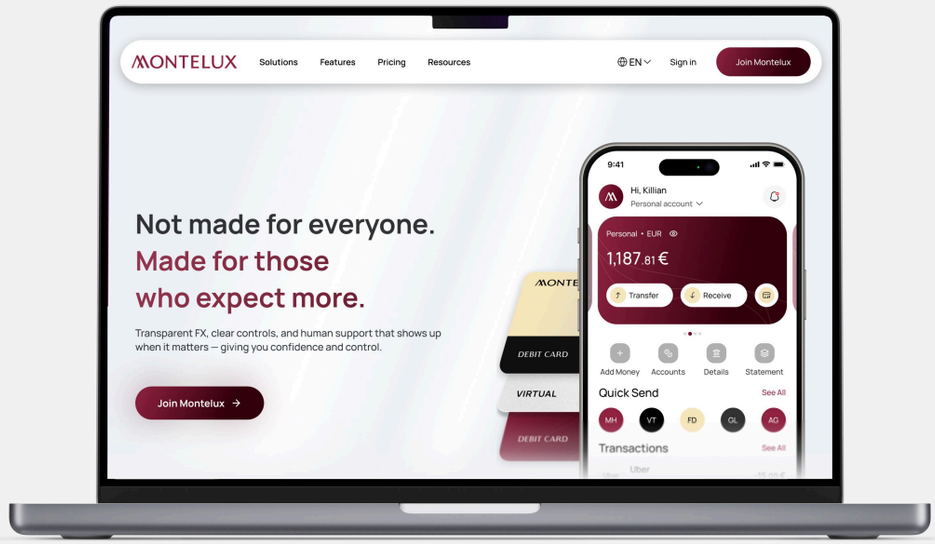
COMFORTABLE WORKING DIRECTLY WITH DEVELOPERS USING VISUAL STUDIO CODE.

EXPERIENCED IN AI-ASSISTED PRODUCT DESIGN WORKFLOWS.

PASSIONATE ABOUT DESIGNING PRODUCTS THAT IMPROVE BUSINESS METRICS, USABILITY, AND USER SATISFACTION.

SELECTED WORKS

VIEW ALL WORKS



MONTELUX - DESIGNING A FINTECH ECOSYSTEM ACROSS WEB, DASHBOARD, AND MOBILE.

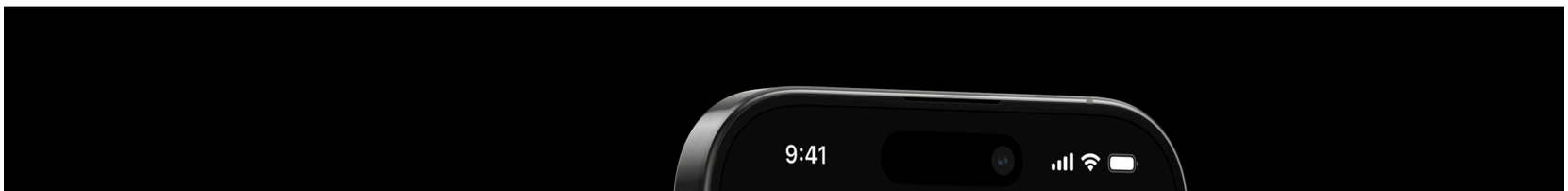
MONTELUX IS A EUROPEAN FINTECH COMPANY HELPING BUSINESSES SIMPLIFY INTERNATIONAL PAYMENTS, CURRENCY EXCHANGE, AND FINANCIAL OPERATIONS.
AS PART OF THE PRODUCT DESIGN TEAM, I WORKED TO CREATE A CONSISTENT DIGITAL EXPERIENCE ACROSS THE MARKETING WEBSITE, INTERNAL DASHBOARD, AND MOBILE APPLICATION. MY FOCUS WAS ON TRANSFORMING COMPLEX FINANCIAL SERVICES INTO INTERFACES THAT FEEL CLEAR, TRUSTWORTHY, AND VISUALLY ENGAGING.

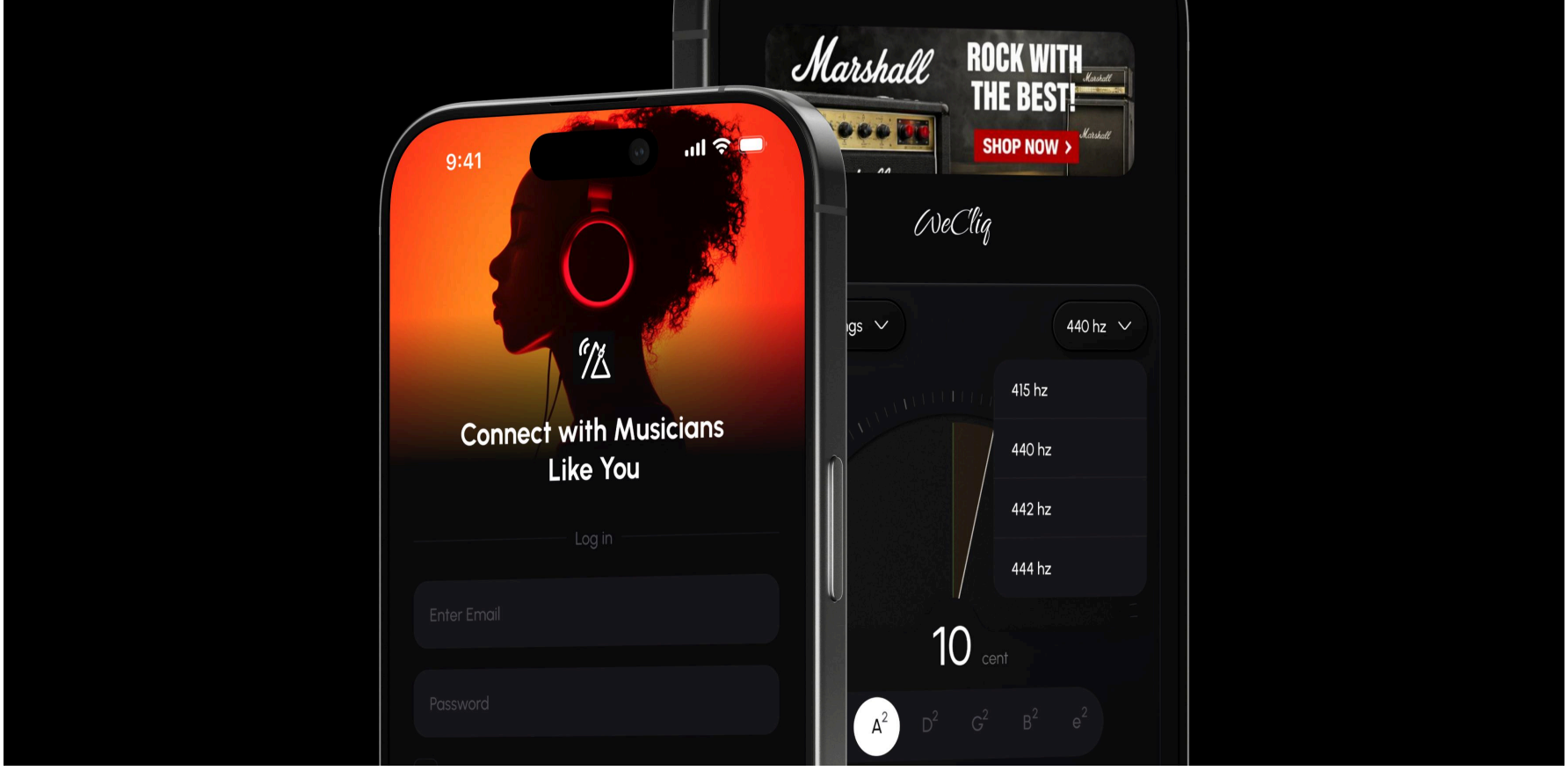
FOR MORE DETAILS ↗

MY ROLE AND RESPONSIBILITIES:

PRODUCT DESIGNER

- UI DESIGN
- RESPONSIVE WEB DESIGN
- DESIGN SYSTEM & COMPONENTS
- VISUAL DIRECTION
- INTERACTION DESIGN
- DEVELOPER HANDOFF





WECLIQ - HELPING MUSICIANS PRACTICE, CONNECT, AND GROW TOGETHER.

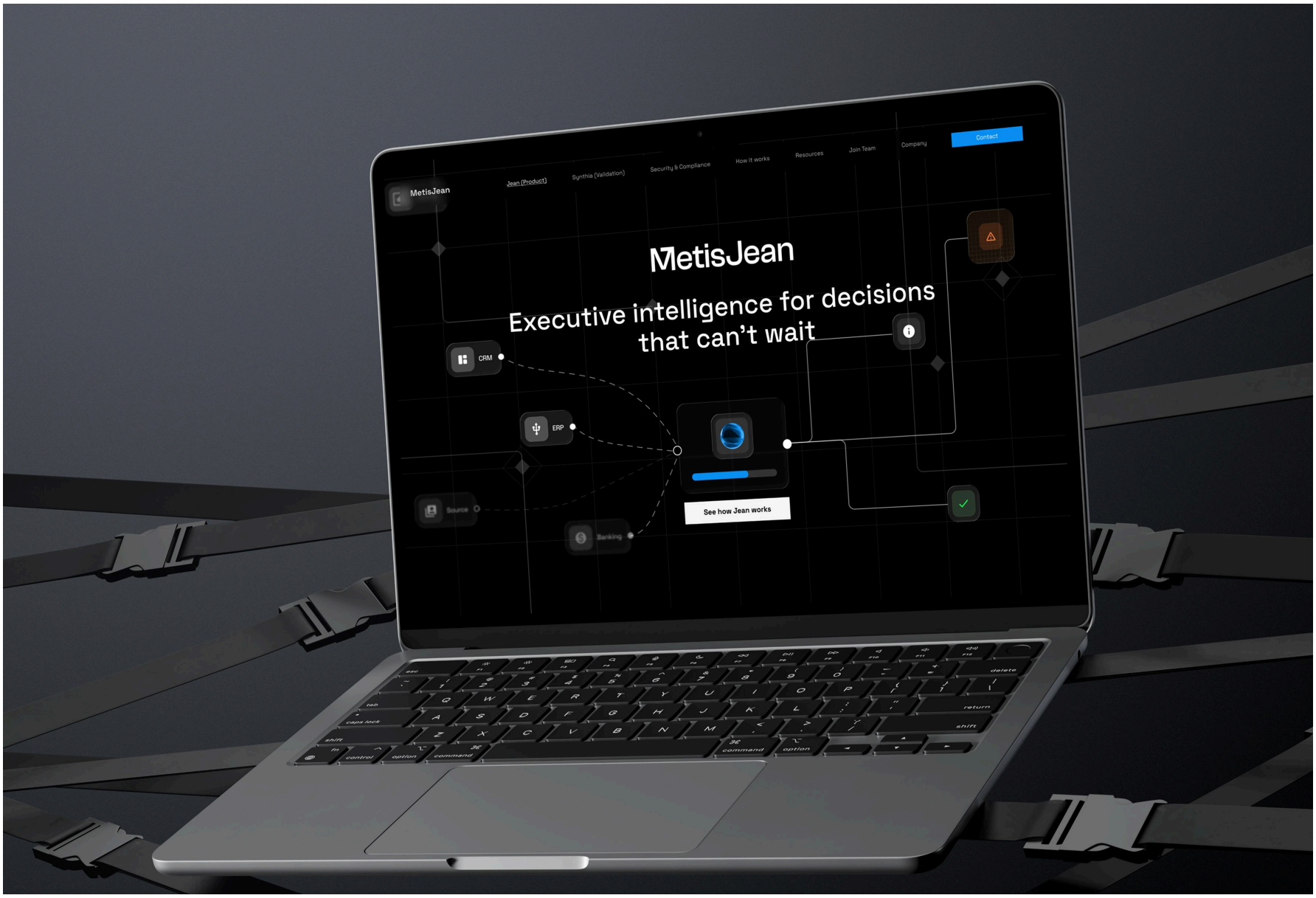
WECLIQ IS A MOBILE PLATFORM DESIGNED FOR MUSICIANS WHO WANT TO BUILD CONSISTENT PRACTICE HABITS, CONNECT WITH OTHER CREATIVES, AND SHARE THEIR MUSICAL JOURNEY.
INSTEAD OF FOCUSING SOLELY ON NETWORKING, THE PRODUCT COMBINES HABIT BUILDING, PROGRESS TRACKING, AND SOCIAL INTERACTION INTO A SINGLE EXPERIENCE THAT KEEPS USERS MOTIVATED OVER TIME.

FOR MORE DETAILS ↗

MY ROLE AND RESPONSIBILITIES:

PRODUCT DESIGNER

- UI DESIGN
- DESIGN SYSTEM & COMPONENTS
- VISUAL DIRECTION
- INTERACTION DESIGN
- DEVELOPER HANDOFF



METIS - DESIGNING THE DIGITAL EXPERIENCE FOR AN ENTERPRISE AI PLATFORM.

METISJEAN IS AN ENTERPRISE AI PLATFORM FOCUSED ON SOVEREIGN INTELLIGENCE FOR EXECUTIVE DECISION-MAKING.
THE CHALLENGE WAS TO COMMUNICATE A HIGHLY TECHNICAL VISION THROUGH A DIGITAL EXPERIENCE THAT FEELS CLEAR, TRUSTWORTHY, AND VISUALLY COMPELLING.

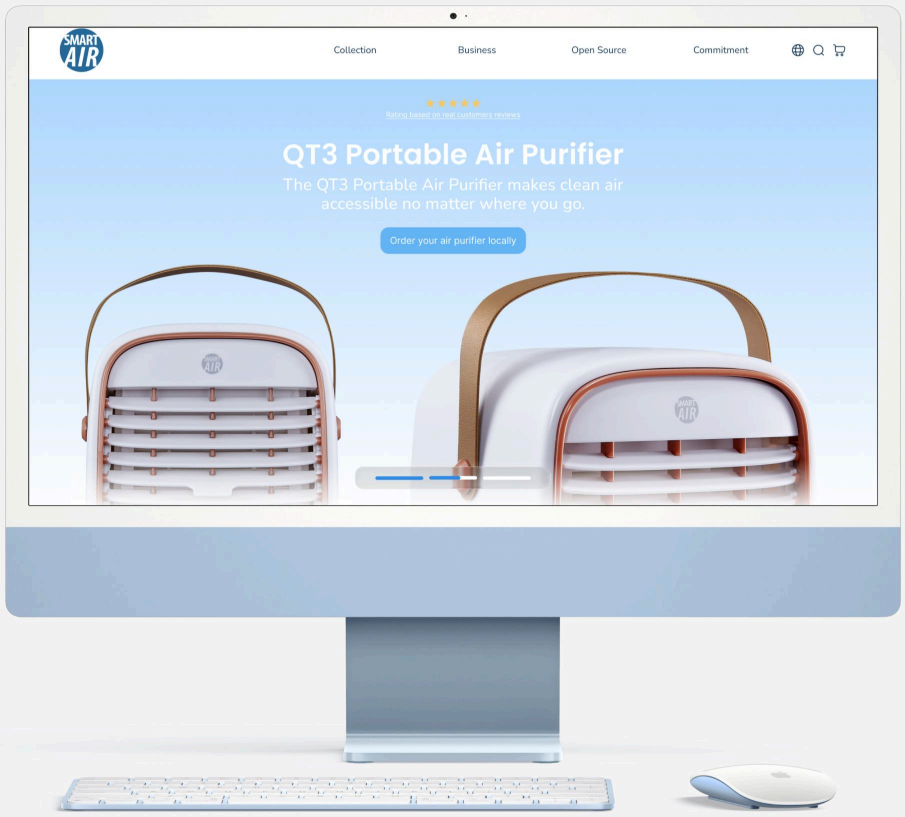
MY ROLE AND RESPONSIBILITIES:

PRODUCT DESIGNER

- PRODUCT WEBSITE DESIGN

FOR MORE DETAILS ↗

- UI DESIGN
- VISUAL STORYTELLING
- INFORMATION VISUALIZATION
- CUSTOM GRAPHICS
- RESPONSIVE DESIGN



METIS - DESIGNING THE DIGITAL EXPERIENCE FOR AN ENTERPRISE AI PLATFORM.

DESIGNED A PRODUCT-FOCUSED WEBSITE EXPERIENCE THAT TRANSFORMS COMPLEX AIR PURIFICATION TECHNOLOGY INTO CLEAR, ENGAGING CONTENT.
THE INTERFACE COMBINES STRONG VISUAL PRESENTATION WITH STRUCTURED INFORMATION, HELPING USERS UNDERSTAND PRODUCT BENEFITS AND MAKE CONFIDENT PURCHASING DECISIONS.

FOR MORE DETAILS ↗

MY ROLE AND RESPONSIBILITIES:

PRODUCT DESIGNER & DEVELOPER

- PRODUCT WEBSITE DESIGN
- UI DESIGN
- VISUAL STORYTELLING
- INFORMATION VISUALIZATION
- CUSTOM GRAPHICS
- RESPONSIVE DESIGN
- FRONT END DEVELOPMENT

THANK YOU.

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