



Designer since 2007. Design complex backoffices, graphic design, icon, logo, print, industrial and etc. Implement heavy data to lovely visual structure. Product Design. User centered design Transforming Complicated SaaS Workflows into Intuitive Systems

Past 7 years specializing in SaaS & Enterprise Systems | Simplifying Complex Workflows for Higher Adoption & Efficiency | Figma, Design Systems, User Research | Remote worldwide

Maximus Alexandrov

UI UX CX Senior Designer
UX Architect, Consultant

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Portfolio

Education

Bachelor's degree
Engineer-developer
Belorussian National
Technical University
2000 - 2006, Minsk

Languages

English (B2)
Belorussian
Russian

Tools

Figma
Protocie
Invision
GAnalytics
Photoshop
Illustrator
Sketch
Zbrush
Keyshot
AI

Skills

Ideation
App Wireframing/
Architecture
User Interface
User Experience
Interaction Design
Wireframing
Prototyping
Design Research
UX testing
UX Webinars

Experience

19 years total
Company's - 10yr
Freelance 9yr

HardSkills

Design process

The ability to choose the most effective approach to solve the problem
Streamlined design process
Adherence to deadlines
The ability to adapt the process to the team and product features

Core Skills

UX Design
UX Research
Design Systems
Prototyping
AI-Driven
Tools (Figma, InVision, Miro)
Accessibility
UX testing
UX consulting

Product centered

Understanding product metrics
Understanding the importance of research.
Conducting researches
Ability to draw conclusions and analytics and research.
Understanding the business and the goals of the product.
Understanding the main problems of users.

Communication design

Ability to develop a style, highlight accents, and distinctive features in the design.
Ability to build consistent communication with the user using the interface.
UX copywriting
Work in Figma, Sketch, prototyping
Knowledge of other applications for design and a wide range of tasks

SoftSkills

Communication

Transparency of the process of creating projects and decision making
Ability to set up timely interaction
Ability to get benefit from meetings
Stress proof
Conduct webinars to enhance cross teams productivity
Critical thinking

Teampay

Ability to find a compromise - understanding how to give and receive constructive criticism while avoiding conflicts
Ability to predict possible limitations
Flexibility in decision making
Contribution to improving the productivity and efficiency of the team

Independence

Ability to generate and suggest ideas
Ability to solve problems on their own
Willingness to take on more responsibility without creating a risks to your core business
Asking "Why?" instead just agree

Leadership

The ability to inspire and support - the experience of expanding and developing a team.
Ability to organize work and achieve set business goals thanks to the efforts of the team.
Ability to find and apply best practices and methods.
Ability to supply new ideas for scaling existing and creating new projects

Experience 2006 – 2026

UX Architect for Complex B2B SaaS Systems | Fintech Back-Office & Admin Panels | Redesigning Legacy Interfaces | Fintech & Gaming

Softswiss

~7 years 2019-2026

App Wireframing/Architecture, CX design, Design Research, Interaction design. SaaS Design Project from scratch, Inner UX Webinars, UX Casino Testing, Customer/Stakeholder Surveys

Projects: Softswiss platform, Jackpot platform, PSP backoffice, Payment platform, N1 casino

Key achievements& improvements:

- +35% faster task completion
- 28% reduction in support queries
- improved onboarding completion by 30–45% for non-technical users
- Reduced manual jackpot configuration time from 30–60 min to 2–4 min per campaign
- Enabled handling 5–10x more active jackpots without performance drop or added staff
- increased daily processed jackpot events per admin by 45–75%
- Decreased human-error rate in jackpot rules setup by 55–72% via guided conditional builders and validation previews
- Conducting webinars for cross teams collaboration (democratization UX research process)

Web Designer, PM

Coolway
2 years, Minsk
Creating Graphic Assets, Web Design, Project Management

Web Designer, Technical writer

Warecorp
1 year, Minsk
Creating Graphic Assets for outsource, App Wireframing/Architecture

UX Designer

Gersis software
1 year, Minsk
Creating Graphic Assets, Web Design, Mobile Design
App Wireframing/Architecture, Interaction design. SaaS Design

Freelance experience

2009 – 2021, 2026- present
8 years, International

CEO, PR, Designer

Gemsecret jewelry studio
2 years, Asia
Creating, planning, handling Sale campaigns. Personal training.

Art Director, designer

Drakedigital
8 years, Canada (remote)
Creating visual product solutions for Canada & US business

Freelance experience

2009 – 2021
8 years, International

Game Designer

IT Territory
2 years, Moscow
Designed web applications, Mobile Design, Widget design, game design industry.

Experience 2006 – 2026

Various projects and collaborations under NDA are done for:

Drakedigital , B&W, SERCD, TrustWell, GLOBAL WORK 通販 - st, LVPartners, Wealth Alliance, Walter&Reed, BergamShultz, LC GROUP, HUME Capital, SYM Plan, Castle Holdings, Florin Investement, Mirami, Tadaa, ORGChart, IPD Produktentwicklung und Handel UG, 4Sight Solutions, 4Sight Solutions, Speaktopic ApS, TickerSoft, Maxmedia Web Solutions Inc., Light Speed Games, Reality Television, NEBEL TV, MegaWorldMedia, Krieseler Holdings, BroadPeak, Byteback Computing, Adventures in Business, Focused Apps LLC, Monopolize Marketing, Bitsmedia Pte Ltd, ZV3R, Speaktopic ApS, Soloten LLC, GOTRIBal, Genius Inc, Simplus, Elysium Media, TickerSoft, Kenesto, mpasse, NuSpectra, Network Local, Chad Iman, Mutant Bear Games, Obsydion, The Daily Gentleman, SpinSci, FLC, RockyMountainVentures, InsideSales Inc., OpenSpend, Vice Consulting, WirelessFieldService, Ice-Net Technologies, WaterSlide, 10xEngineer.me, Ingenio Digital, PureAutomation, 3DE, zilloindustries, BlueLight analytics inc., ContextWorks, Metric Insights, Gotcha! Mobile Solutions, Desynced Tech, Clipwire Games, SRDB, LLC, SATI, Beast Devices, MeagherDesign.com, RoadSoft, Kidimedia BVBA, Bavolar L.L.C, TiffinSolutions, Zmags, Leyton Solutions Limited, Amber Consulting, BarDigg LLC, Lovely Mart, Pressmatix, DrinkSUITE Group, ePageCity, Inc, Greatwide TM, Blue Shores Solutions Pvt. Ltd, Girnar Software SEZ Pvt Ltd

and more.. based on Own Real History and online upwork profile 100% job success

<https://www.upwork.com/o/profiles/users/~013a1910ccd6e72a65/>

Account temporarily suspended due to inactivity (full-time job)
May be shown on the call

Hobby and lifestyle

- Chess - strategic thinking and pattern recognition
- Psychology & Philosophy - understanding human behavior, decision-making and purpose (teleology)
- Music, cinema, literature and art - inspiration for narrative, emotion and aesthetics in design
- Blacksmithing and engineering - hands-on creation, material properties and problem-solving
- Digital sculpture - 3D modeling and artistic expression in the digital realm

Professional Summary

- Senior UX Architect specializing in complex B2B SaaS and enterprise back-office.
- Architect scalable interfaces and design systems for data-intensive admin panels and legacy platforms.
- Lead 3+ concurrent high-complexity products.
- Collaborate closely with product, business analytics and engineering teams.
- Stress-resistant, deadline-driven, results-oriented. High accuracy in demanding environments.
- Typical impact: 35–65% faster tasks, 40–70% reduction in support tickets

Thank you!

