

Maksym Fedas

Product Designer

Fintech · Wealth management · Crypto · SaaS · E-commerce · Mobile

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SUMMARY

Product designer with 5+ years across fintech, wealth management, crypto, SaaS and e-commerce. I work where the domain is the hard part — dense business logic, role-based workflows, data-heavy interfaces — and own UX end-to-end, from discovery and hypothesis validation through delivery, design QA and post-release iteration.

EXPERIENCE

DevBrother — Product Designer

Feb 2026 — Present

Remote · US-focused marketplace platform: checkout, order management, payments, reporting and back-office tooling.

- Own product design end-to-end — problem framing, edge-case and state definition, delivery, and post-release iteration.
- Redesign core user flows and information architecture, reducing friction in high-frequency tasks.
- Design data-heavy dashboards, tables, filters and reporting interfaces supporting faster decision-making.
- Prototype in real code, AI-assisted, so a flow is clickable in hours rather than sprints; validate on real devices before development.
- Led an ADA / WCAG 2.1 AA accessibility audit of the core product; separated release blockers from backlog improvements and specified remediation for contrast, keyboard navigation and screen-reader support.
- Maintain and extend the design system (Figma components, tokens, variants) and templated client-facing deliverables.
- Collaborate with stakeholders and engineering on scoping, trade-offs and release readiness; provide design QA.

Devurai — UI/UX Designer

Jan 2024 — Nov 2025

Remote · Enterprise fintech platform for wealth management: client portfolios, analytics dashboards and operational workflows with role-based access, on Salesforce.

- Participated in product discovery, problem framing and hypothesis definition together with PMs and stakeholders.
- Redesigned core wealth management flows and information architecture, reducing cognitive load in daily operations.
- Designed data-heavy dashboards, tables, filters and role-based interfaces supporting faster decision-making.
- Validated UX solutions through prototyping, usability reviews and A/B testing before development. **Result: ~30% reduction in data processing and task completion time.**
- Designed e-commerce projects and the company's own brand identity.
- Introduced AI into the design team's process; onboarded and led new designers joining the team.
- Collaborated closely with engineers during backlog refinement, sprint planning and release cycles; provided design QA.

Grandz — UI/UX Designer

Jun 2023 — Jan 2024

Remote · E-commerce / Shopify ecosystem.

- Designed and improved UI/UX for Shopify-based e-commerce products across the full customer funnel.
- Focused on clarity, usability and mobile-first experience for product pages, checkout and post-purchase flows.
- Designed custom Shopify admin panels and internal tools for managing products, orders, pricing and promotions.
- Worked on Shopify apps and integrations, translating business requirements into clear UX flows. **Result: +10–20% conversion and engagement across client projects.**

Remote (UAE) · SaaS / Startups / Mobile apps.

- Designed SaaS platforms, admin dashboards and mobile applications (iOS / Android).
- Worked directly with founders and engineers on MVP definition, user flows and feature prioritization.
- Delivered iterative UX solutions from early concepts to production.

SELECTED PROJECTS

Wealth Management Platform — finances and asset portfolios for high-net-worth clients, on a Salesforce-based stack. ~30% less time per task. 2024 — 2025

Crypto Wallet & Payments App — holding, sending and spending crypto from a mobile wallet. Simpler buy and swap flows: more new users, faster tasks. 2025

Career Learning Platform — career guidance and learning paths with an admin side for HR teams. Full redesign, bringing the product level with category leaders. 2024

PRODUCT & UX SKILLS

Product

- Product discovery & problem framing
- Hypothesis-driven design & validation
- UX decision-making under business & technical constraints
- Impact-driven design aligned with product metrics
- End-to-end UX ownership (discovery → delivery → iteration)
- Cross-functional collaboration (PM, Engineering, Business)
- Backlog refinement & sprint planning

Craft

- Data-heavy dashboards & admin panels
- Design systems (Figma: components, tokens, variants)
- Accessibility (ADA / WCAG 2.1 AA) audits & remediation
- Design engineering — prototyping in real code, AI-assisted
- Prototyping & real-device testing
- Brand identity
- Design QA

EDUCATION & COURSES

Bachelor's Degree — Technical Design NTU "Dnipro Polytechnic"

Erasmus+ Program Vytautas Magnus University, Lithuania

UX Psychology UXCEL

UX for Complex Systems (CRM / ERP / Admin Panels) UXCEL

English — B2 (Upper-Intermediate) · Ukrainian — Native