Freelance Senior UI-Designer

Maxim Igorovich Pashchenko

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Simplicity is the ultimate sophistication

Max Pashchenko is Senior UI Designer who combines artistic finesse with technological expertise to create visually stunning and user-friendly interfaces with a track-record to back it up.

With a deep understanding of user-centred design principles and a keen eye for detail, he creates captivating digital experiences that engage and delight users for nearly a decade now.

From web to mobile interfaces, applications to software, Max brings versatility, adaptability, and a relentless pursuit of perfection to every project.

He is poised to shape the future of UI design with his passion, expertise, and commitment to creating meaningful experiences.

Languages

Nederlands (Fluent)
English (Fluent)
Українська (Fluent)
Беларуская (Fluent)
Русский (Fluent)

Skills

UI
Responsive Design
Design Systems
Scrum / Agile
3D
Branding
Conceptual Thinking
Color Theory
Design
Photo-Editing
Typography
Animation

Traits

Team player
Tech-savvy
Curious
Driven
Eye for Detail
Problem-solver
Resilient
Accountable
Creative
Trustworthy

Tools

Figma
HTML / CSS
Sketch
Abstract
Adobe Creative Suite
Blender
Canva
Keynote
Microsoft 365

Education

Audio Engineering

SAE Amsterdam - Bachelor of Applied Sciences 2017

Experience

Freelance Senior UI Designer

2023 - Present | Self-employed

This year I have been quite busy as a freelancer and managed to secure the following projects:

- Making design system from scratch, expanding the UI library and designing the new website for **Achmea.nl**
- Designing a multitude of templates & UI-elements for **Brunswick**
- Working on brand for **MN Trading, Trives, Xobii** and **Progresity**
- Doing front-end work for **USoft**

Design Lead

2020 - 2023 | Clutch

As a Design Lead I was responsible for the output of 7 highly creative individuals. Together we created fresh and exciting visual-overhauls based on the refined methodology. We worked with the following clients:

Brunswick, Cincero, CTalents, Eight, Immerza, Higher Purpose Consulting, KuiperCompagnons, Lab45, Maileon, NEXXT, Simwave, TIO and Universal Pipeline Association.

All-round Designer

2017 - 2020 | DARE B.V. / Clutch

Clutch is strategic Design-Agency that provides digital transformation for clients by the implementation of short, feasible boosts. As an all-round designer within the company I was doing the following:

- App Design / UI
- Design Systems
- HTML / CSS
- Interaction Design
- Animation
- Branding
- 3D
- Coaching / Mentoring
- Concepts
- Print
- Scrum / Agile

A substantial portion of my time was dedicated working externally on digital transformation for Vattenfall Netherlands. Our other clients included:

Achmea, Centraal Beheer, Entopic, HFM, Infologic, Nobel Recruitment, PostNL, Prodicom, VodafonZiggo and USoft.

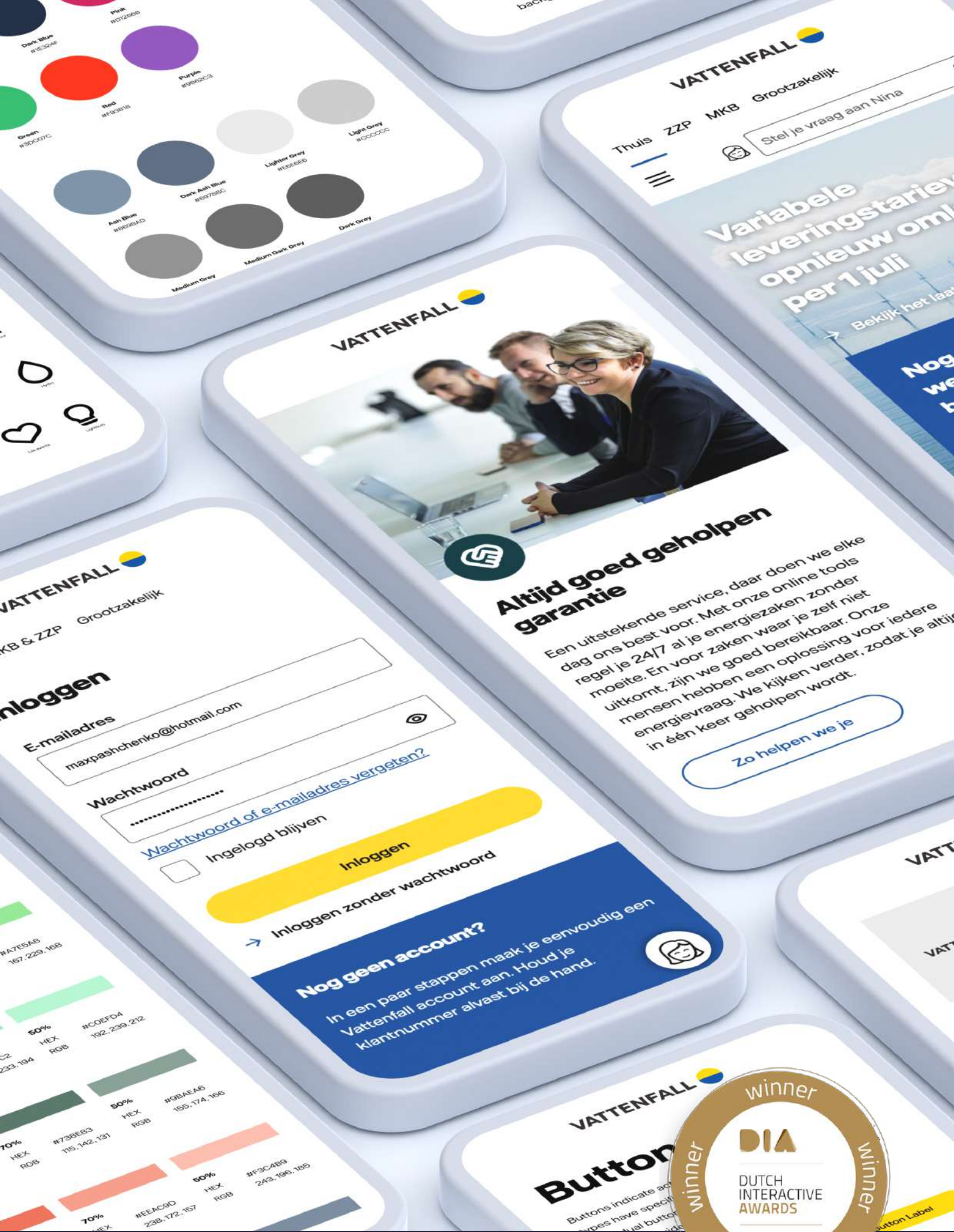
Intern

2017 | DARE B.V.

My love for expressing myself visually, paired with endless curiosity and eagerness to learn made endeavour into the online industry. Within weeks of my internship I was already working on real-time projects.

Here are some of the highlights:

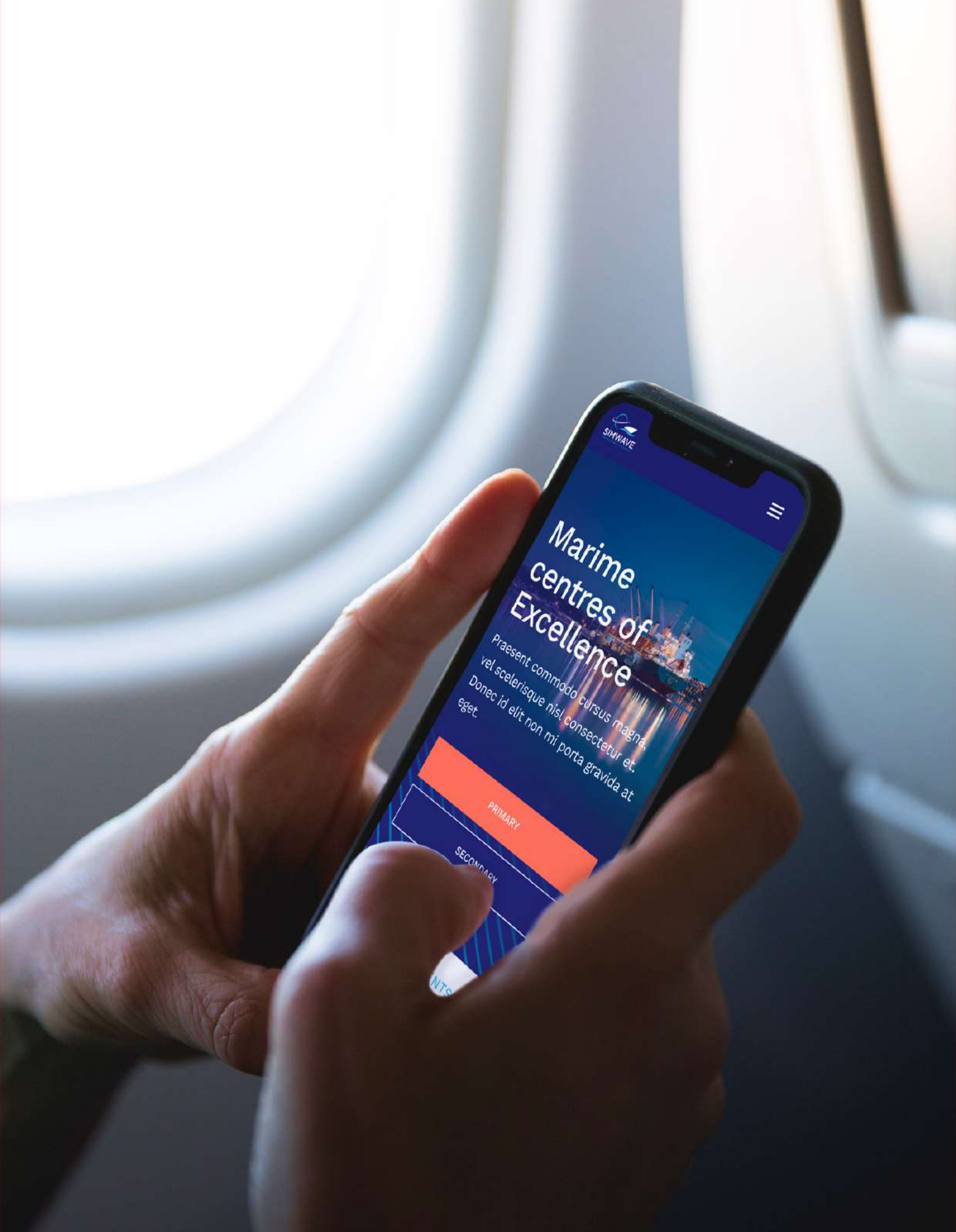
- Designing **HFM** online assessment-tool and portal from scratch
- Designing **Centraal Beheer** chatbot & further refining the website by updating various UI-components
- Working on multitude initiatives for **VodafoneZiggo.nl** including addition of new portals, pages and UI-elements



Vattenfall.nl | Design System / UI / Visual Design

nominee DIA DUTCH INTERACTIVE AWARDS nominee nominee nominee

VodagoneZiggo.nl | Concept / Visual Design / UI



SIMWAVE | Branding / Concept / UI / Visual Design

Universal Pipeline Association | Branding / Concept / UI / Visual Design

In collaboration with:

achmea

BRUNSWICK

tio

Centraal Beheer

VATTENFALL

UPA
Universal Pipeline Association

vodafone ziggo

USOFT

PUMA

postnl

maileon

CTalents
Detachering van sensorisch talent

KUIPER COMPAGNONS

SIMWAVE