



Freelance Senior UI-Designer

# Maxim Igorovich Pashchenko

4 May 1989, Amsterdam

T +31 6 21 70 5536

M m.i.pashchenko@gmail.com

W mipashchenko.com

“  
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 **Progressity**
- 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, VodafoneZiggo and USoft.



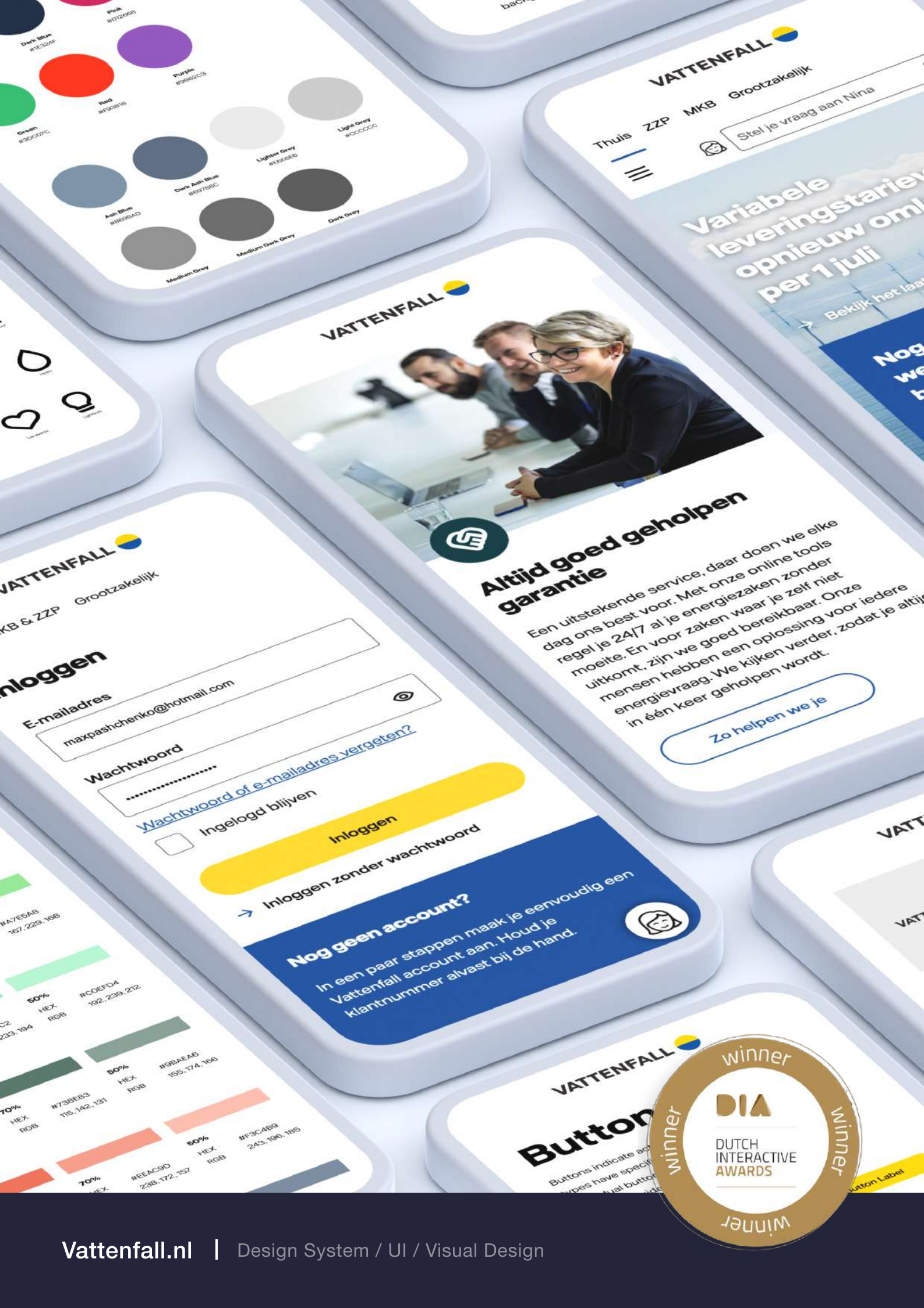
## Intern

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



**Color Palette**

- Dark Blue #1E324F
- Green #2ECC71
- Red #E74C3C
- Pink #D9534F
- Purple #9B59B6
- Light Grey #BDC3C2
- Lighter Grey #F0F0F0
- Ash Blue #5D6D7E
- Dark Ash Blue #34495E
- Medium Dark Grey #34495E
- Dark Grey #34495E
- Medium Grey #7F7F7F

**VATTENFALL**

Thuis ZZZP MKB Grootzakelijk

Stel je vraag aan Nina

**Variabele leveringstarieven opnieuw omhoog per 1 juli**

Bekijk het laatste

Nog we...

**VATTENFALL**

**Altijd goed geholpen garantie**

Een uitstekende service, daar doen we elke dag ons best voor. Met onze online tools regel je 24/7 al je energiezaken zonder moeite. En voor zaken waar je zelf niet uitkomt, zijn we goed bereikbaar. Onze mensen hebben een oplossing voor iedere energievraag. We kijken verder, zodat je altijd in één keer geholpen wordt.

**Zo helpen we je**

**VATTENFALL** Grootzakelijk

MKB & ZZZP

**Inloggen**

E-mailadres  
maxpashchenko@hotmail.com

Wachtwoord  
.....

[Wachtwoord of e-mailadres vergeten?](#)

Ingelogd blijven

**Inloggen**

**Inloggen zonder wachtwoord**

**Nog geen account?**  
In een paar stappen maak je eenvoudig een Vattenfall account alvast bij de hand.

**VATTENFALL**

**Button**

Buttons indicate ac...  
types have specifi...  
tual button...  
side

**winner**

**DIA**

DUTCH INTERACTIVE AWARDS

**winner**

**winner**

Button Label





# Vodafone maakt digitaal kunstwerk van vele gezichten uit queer community tijdens Pride Utrecht

Could you be the  
masterpiece?

[Lees dit nieuws >](#)

- HOME
- OVER ONS
- NIEUWS
- NETWERK
- SAMENLEVING
- ENTERTAINMENT
- WERKEN BIJ
- RESULTATEN

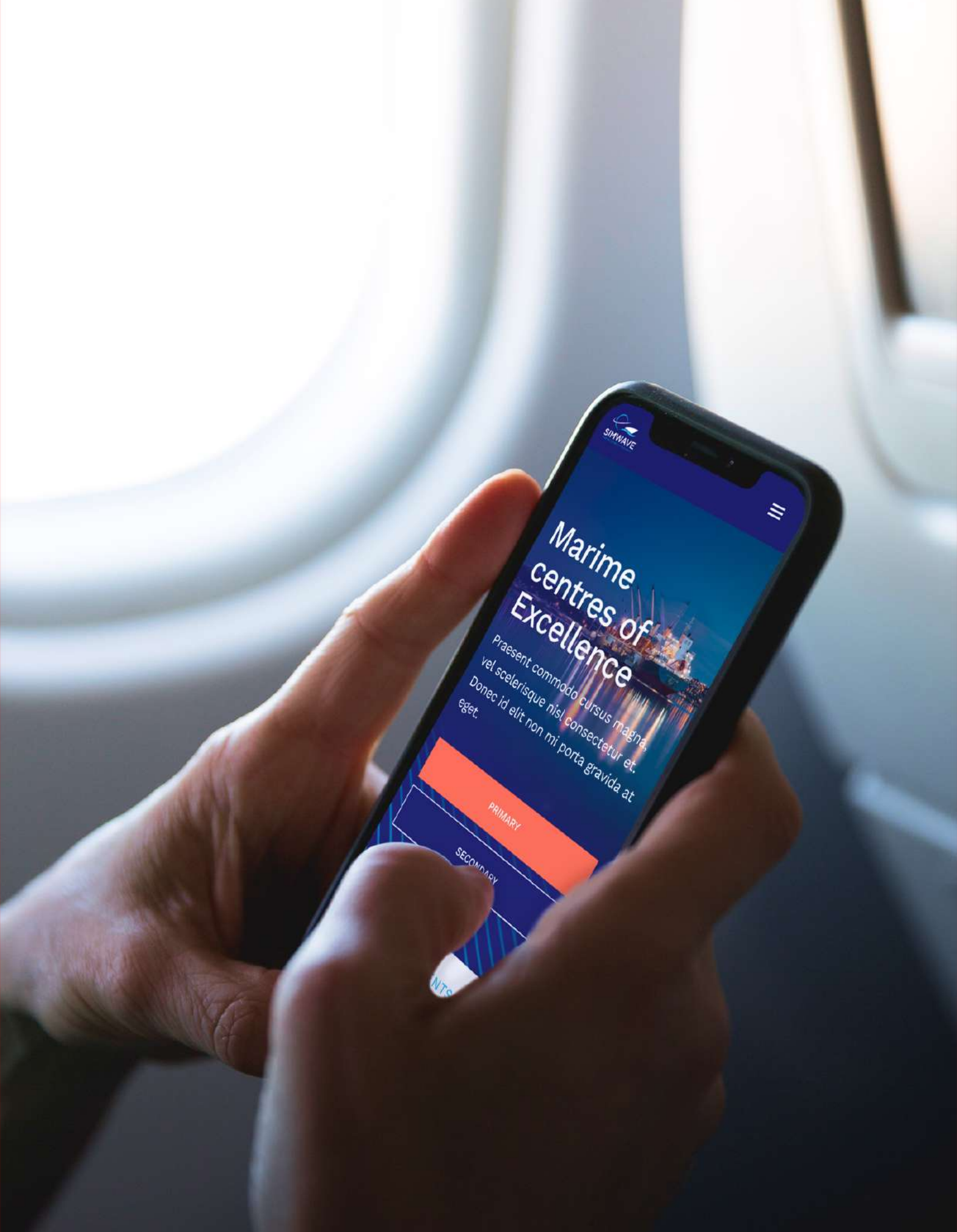
 NIEUWS  
Belgische Jupiler Pro League blijft ...

 NIEUWS  
4 TV-aanbieders scherpen bod aan:  
Eredivisieclubs ...

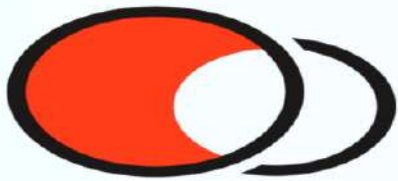
 NIEUWS  
VodafoneZiggo i

NL EN









**UPA**  
Universal Pipeline Association

# In collaboration with:

achmea 

BRUNSWICK

tio

  
Centraal  
Beheer

VATTENFALL 

 UPA  
Universal Pipeline Association

vodafone  

USOFT

  
PUMA®



 maileon

 ctalents  
Detachering van sensorisch talent

 KUIPER  
COMPAGNONS

  
SIMWAVE  
INTEGRATED WATER MANAGEMENT SOLUTIONS