

# Maxim Shepel

Product Designer / UX/UI Designer / Fine Art Graduate

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## PROFILE

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Product Designer with a BA (Hons) Fine Art background and experience in UX/UI design, user research, digital product design, and interface prototyping. My work focuses on creating clear user flows, engaging digital experiences, and product concepts that connect visual thinking, user-centred design, and interaction logic.

My current academic direction is focused on the intersection of product design, interactive digital experiences, and game-inspired mechanics, including engagement, progression, onboarding, and user/player experience.

## RESEARCH INTERESTS

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- Digital product design and user experience
- Interactive digital products and service experiences
- Game-inspired mechanics in non-game digital services
- Engagement, onboarding, progression, feedback, and motivation
- Design research, prototyping, and iterative concept development

## EDUCATION

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### BA (Hons) Fine Art, Lower Second Class Honours

University of Hertfordshire, United Kingdom / British Higher School of Art and Design, Russia | 2016 - 2019 | Awarded 14 June 2019

### UX/UI Design

British Higher School of Art and Design, Russia | 2023 - 2024

### Design Thinking

British Higher School of Art and Design, Russia | 2019

### Foundation Art & Design

British Higher School of Art and Design, Russia | 2014 - 2015

### Film Acting

Moscow Film School, Russia | 2020 - 2022

## PROFESSIONAL EXPERIENCE

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### Product Designer

Finam | September 2025 - Present

- Design UX/UI solutions and product concepts for fintech digital products.
- Work with user flows, interface logic, onboarding, and engagement mechanics for complex services.
- Create prototypes, visual concepts, and design materials using Figma and AI-assisted creative workflows.
- Translate business goals, user needs, and product hypotheses into clear digital experiences.

### UX/UI Designer / Product Design Projects

British Higher School of Art and Design | November 2023 - July 2024

- Completed project-based UX/UI work for Sber Devices, Wildberries Delivery, and Pomoshch.
- Conducted benchmark studies, hypothesis development, user interviews, quantitative surveys, customer journey mapping, segmentation, concept generation, testing, and interface design.
- Prepared presentations and design rationale for project stakeholders and academic review.

### Freelance Designer / UX Research Projects

Freelance and selected clients | 2018 - 2020

- Worked on interface updates, Tilda/Wix website design, catalogue-related improvements, and UX research tasks.
- Conducted in-depth interviews for Alfa-Bank research projects; insights were used to form target persona models for a banking service.

### Actor

Theatre DOC and selected short film / advertising projects | 2020 - 2023

- Additional creative practice in performance, communication, and storytelling.

## Maxim Shepel

Selected projects, skills, and additional information

### SELECTED PROJECTS

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#### Finam - Digital Product Design and Engagement Mechanics

Product Design / UX/UI / Fintech | 2025 - Present

Current product design work focused on digital product experience, interface logic, onboarding, and engagement mechanics in financial technology products. Specific details can be shared in an anonymised format if required.

#### Sber Devices: Hotels

UX/UI Design / Product Research | November 2023 - January 2024

Worked on benchmark research, hypotheses, user interviews, quantitative survey, segmentation, customer journey mapping, idea generation, testing, interface screens, and final presentation. Project completed under NDA.

#### Wildberries Delivery

UX Research / Product Design / Interface Design | February - March 2024

Researched attitudes and barriers related to courier delivery, identified user jobs and mindsets, mapped journeys, generated solution concepts, tested design ideas, and proposed clearer delivery information patterns across digital platforms.

#### Pomoshch

Product Design / UX Research / Social Impact | April - July 2024

Worked on a donation-focused digital service with the goal of increasing support for beneficiaries and projects. Activities included benchmark research, interviews, surveys, segmentation, mindsets, CJM, concept generation, screen design, and presentation.

#### Alfa-Bank Research Projects

UX Research / Persona Development | Freelance

Conducted in-depth interviews and contributed to insight generation for banking service persona models.

#### UI Practice and Visual Work

UI Design / Fine Art / Visual Practice

Maintained regular UI practice by recreating interface shots to develop visual sensitivity, and continued traditional visual practice through oil painting, drawing, and illustration.

### SKILLS

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Design	Research	Tools and Methods
Product Design	User Interviews	Figma
UX/UI Design	Usability Testing	Miro
Interaction Design	Customer Journey Mapping	Adobe Creative Cloud
Wireframing	Persona Development	Notion
Prototyping	Benchmarking	Keynote
User Flows	Competitor Analysis	Tilda / Wix
Information Architecture	Surveys	AI-assisted creative workflows
Design Systems	Insight Synthesis	Rapid prototyping

### LANGUAGES

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- Russian - Native
- English - Upper-Intermediate; IELTS Academic Overall Band 6.0, obtained 20 April 2017; preparing for NZCEL Level 5

### ADDITIONAL BACKGROUND

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Fine Art training, design thinking, performance practice, musical education in piano, and experience in public presentation and storytelling.

### REFERENCES

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References and supporting materials are available upon request.