

# Max Shakun

UX/UI Designer

Strategic UX/UI Designer with expertise in building **design systems**, **designing for accessibility** and **Webflow development**. Seeking full time or contract senior design roles.

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## Work Experience

### PepsiCo

Webflow Designer

Dec 2025 – Present

- Designed and built an interactive internal brand platform for a PepsiCo sub-brand in Webflow, reimagining a static PDF brand book as a user-centered, web-based design system that improves clarity, accessibility, and adoption.
- Defined information architecture, component structure, and usage patterns in collaboration with two graphic designers, translating brand guidelines into scalable UI components for consistent internal

### Haydenfilms Institute

Senior UX/UI Designer & Webflow Developer

Sep 2024 – Present

- Lead UX/UI design and design-system development for multi-platform digital products, ensuring AAA WCAG-compliant, accessible, intuitive experiences that reduce cognitive load and support user comprehension.
- Partner with cross-functional stakeholders to translate user insights into workflows, wireframes, prototypes, and high-fidelity interfaces across responsive web, educational tools, and interactive guides.
- Maintain UX intent through the creation of structured component libraries, style guides, and documentation that support engineering handoff, accessibility standards, and long-term product scalability.
- Incorporate brand language and visual clarity into complex informational content, improving usability for diverse audiences, including first-time, non-technical, and assistive-technology users.

### Crete Professionals

#### Alliance

Senior UX/UI Designer & Webflow Developer

May 2025 – October 2025

- Designed and implemented user-centered digital experiences for professional and clinical-adjacent service organizations, leveraging information architecture, responsive pattern libraries, and AAA WCAG-compliant, accessibility-first design principles.
- Led strategy-to-execution workflows, translating stakeholder needs and user goals into refined UI, prototypes, and final builds across multiple product modalities.
- Established scalable design systems, component libraries, and documentation that ensure consistency, support accessibility standards, reduce risk of misuse, and strengthen brand and instructional clarity.

### Chozick Family Art Gallery

Lead UX/UI Designer & Webflow Developer

Dec 2024 – November 2025

- Designed and maintained a complex CMS ecosystem with modules for exhibitions, artists, events, and purchasing workflows, emphasizing usability, legibility, and structured information presentation.
- Ensured AAA WCAG-compliant accessibility across all user pathways, including instructional and transactional touch points, focusing on cognitive load reduction and clear hierarchy.

### Nova

UX/UI Designer

Feb 2025 – April 2025

- Designed real medical device UI screens and workflows, supporting a regulated-environment digital platform used in clinical contexts.
- Built and expanded a scalable UI component library that improved consistency, reduced development time, and reinforced safety-critical interaction patterns.
- Refined information architecture, component behaviors, and interaction models to improve clarity for clinical users and first-time operators.
- Collaborated with UX leads, designers, engineers, and human-factors stakeholders to align UI design with usability principles and risk-reduction goals.

### IntelyCare

Lead UX/UI Designer, Design Systems

Sep 2023 – Feb 2024

- Built the company's full website design system, clarifying UX intent through tokens, components, and documentation that supported both marketing and clinical education content.
- Created 13 responsive pages using a highly structured IA, improving comprehension, reducing user friction, and supporting B2B learning and onboarding experiences.
- Worked in Agile with engineering, creative, and product stakeholders to align system rules with cross-functional requirements.

## Skills:

Product Design, Web Design, UX and UI Design, Ecommerce, Android and iOS Design, Design for Accessibility, Design Systems, User Research, User Personas & Journeys, Usability Testing, User Centred Design, Design Thinking, Interaction Design, Prototyping, Affinity Diagram, Typography, Brand Identity, Survey Design, Competitive Analysis, Product Strategy, CSS, HTML

## Tools:

Figma, Webflow, Squarespace, Optimal Workshop, Asana, Basecamp, Slack, ChatGPT, Android Studio, Jira, Adobe XD

## Education

2022 – 2023

Certificate in Product Design UX/UI

Flatiron School