

Max Zaselian

Senior Product Designer · Design Engineer (B2B SaaS)

Warsaw, Poland | Remote (EU / US hours) | Open to travel for on-sites

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SUMMARY

Senior Product Designer and Design Engineer with 9 years of product design experience, primarily in B2B SaaS. For four years, I was Soraban's sole founding designer, leading product design, its design system, brand, and frontend implementation. I ship production-ready work in React and Next.js, bridging design and engineering. I pair product craft with commercial judgment: as Growth Design Lead at BeyondEdge, I grew average monthly revenue 2.6x.

CORE SKILLS & FOCUS

- **Product Design:** 0→1 product design, complex data-heavy B2B interfaces, UX flows, interaction design, prototyping, discovery, stakeholder alignment, Figma.
- **Design Systems & Brand:** design tokens, CSS variables, component libraries, Storybook, reusable components, documentation for fast and consistent AI-assisted interface development, visual systems, and B2B SaaS brand and marketing design.
- **Design Engineering:** React, Next.js, TypeScript, Tailwind CSS, shadcn/ui, Base UI, Payload CMS, Git, Vercel, accessibility (WCAG), and AI-assisted development.
- **Commercial & Growth:** pricing, funnels, Meta paid social, conversion optimization, product analytics, HubSpot.
- **Domains:** B2B SaaS, tax & accounting, fintech, AI workflow tools, proptech and real estate, e-commerce, edtech, and internal tooling.

EXPERIENCE

Founding Product Designer, Soraban (B2B tax & accounting SaaS), Remote

Aug 2022 – Oct 2026

- Sole founding designer for 4+ years; set up the first Figma source of truth and led product, design system, brand and frontend work.
- Prototyped the redesign that became the sales team's main demo, supporting multiple six-figure deals before the new product shipped.
- Redesigned 20+ core product areas for accounting firms and their clients, across web and mobile.
- Built the Zenco design system from scratch: 46 component sets, 184 tokens, 28 documented pages, and Storybook integration for engineering.
- Shipped accessibility fixes to production and built AI-assisted sales tools, including ROI calculators and a 3D trade-show booth planner.
- Led marketing design for three website generations and 10+ US trade shows.

Growth Design Lead, BeyondEdge, Part-time, Remote

Sep 2025 – Mar 2026

- Grew average monthly revenue 2.6x, peaking at 4.4x the pre-join baseline; generated 78% of lifetime revenue in a 5.5-month turnaround.
- Ran end-to-end growth for a three-person team: website, funnels, Meta paid social, and data analysis.
- Raised checkout add-on pricing 87% in six weeks; attach rate rose from 21% to 65%, lifting revenue per customer 17%.

- Rebuilt the sales funnel and ran 12 seasonal launches. Black Friday week hit 3.3x baseline daily revenue.
- Scaled sales to 55 countries, with 53% outside the US.

Design Mentor, Muzone, Part-time, Remote

Mar 2025 – Oct 2025

- Mentored a rotating team of up to seven junior designers through the public launch of an online music-learning platform.
- Ran twice-weekly reviews for eight months across the admin panel, website, and student platform, keeping product logic consistent through high turnover.

Senior UX/UI Designer, Awesomic (design-as-a-service), Contract, Remote

Dec 2021 – Jul 2023

- Delivered end-to-end product and brand design for ~10 startups in SaaS, proptech, and real estate, working directly with founders and CEOs from brief to shipped interface.
- Helped expand three client engagements into long-term standalone projects: Playhouse (US), Propera (Switzerland) and Tableflow (US).
- **Playhouse (Jan–Jul 2022)**: Designed a TikTok-style real-estate iOS app for a Y Combinator-backed startup: 126+ screens, flows for three user groups and a listing-price game retention mechanic. Shipped to the App Store.
- **Propera (Dec 2022–May 2023)**: Led 0→1 design for a Swiss off-market property platform, from research and IA through to a web app serving buyers, sellers, developers and agents; designed its marketing site through launch.

UI/UX Designer, Lev Haolam, Remote

Feb 2019 – Jan 2022

- Scaled a single-product platform into five revenue-generating sites, redesigning the core platform, admin, checkout, and 10+ landing pages.

Earlier Experience: Freelance UI/UX Designer (2017–2019); Creative Copywriter, Arriba! Creative Agency (2010–2014, ad-festival awards).

SELECTED PROJECT

- **Non-profit platform (Ukraine Pooled Fund)**: Designed and built a bilingual website end-to-end, including a custom Payload CMS, live partner map, and Playwright tests; deployed on Vercel.

ENTREPRENEURIAL & COMMERCIAL

- Built and operated three hostels, opened a coffee shop in Poland in 20 days, and grew a travel YouTube channel to 30K subscribers – experience that informs a commercially minded approach to product work.

EDUCATION

Projector Institute: Web & UI/UX Design.

Kharkiv State Academy of Culture: Master's, Advertising Management.