

Maxim Cocetov

Product Designer · B2B SaaS (Engineering & FinTech)

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PROFILE

Product Designer with 5+ years shipping complex B2B SaaS in the Engineering and FinTech sectors. At OpenLM I own end-to-end design for enterprise software-asset-management and analytics tools — from research and information architecture through a token-driven design system to production UI. I lead platform-scale restructuring, present to customers, and turn dense, data-heavy workflows into clear, usable products.

SELECTED WORK

Platform Redesign — OpenLM

Enterprise SaaS · Platform · Design system · Research · 2024

Led a research-driven redesign of the enterprise platform, restructuring core flows and standardising the UI on a reusable, token-based component library.

Homepage Dashboard — OpenLM

Enterprise SaaS · Dashboard · Widgets · Customization · 2024

Designed a customizable, widget-based homepage that surfaces license and usage analytics at a glance and lets admins tailor their view.

New Navigation — OpenLM

Enterprise SaaS · Information architecture · Navigation · Research · 2024

Rebuilt the product's information architecture and primary navigation from user research, making a broad enterprise feature set easier to explore.

Treasury Console — FinTech (Series B)

Payments · Workflows · Data tables · Permissions · 2022

Designed payment-operations workflows with complex data tables and role-based permissions for a Series-B FinTech platform.

EXPERIENCE

Product Designer · OpenLM

Jul 2020 – Present

- Enterprise SaaS in the software-licensing industry, used by large corporations worldwide.
- Delivered the full range of product-design services and presented solutions to customers via webinars.
- Conducted user research, implemented a new design system, and was deeply involved in restructuring the product.

UX Researcher (Contract) · ELGIZ

Aug 2023 – May 2024

- Contract UX researcher for a hospitality-industry startup; advised on UX best practices.
- Ran research across the Discovery and Design stages to guide product direction.
- Produced competitor analysis surfacing useful cross-industry feature opportunities.

UI/UX Designer · OOS Group™

Sep 2018 – Jun 2020

- Educational SaaS for flight schools in the US; worked remotely in cross-functional teams, focused on responsive layout design.

Freelance UX/UI Designer

Sep 2017 – Jan 2019

- Web design on WordPress/Wix for transport and e-commerce clients.

Open to Product Design & Product Management roles

WHAT I DO

Product Design

End-to-end design for complex B2B products.

Design Systems

Token-driven, accessible component libraries.

Design Audits

Structured UX/UI audits with prioritized fixes.

DOMAINS

Enterprise SaaS · Software licensing

FinTech · Payments

EdTech · Hospitality