



Maksim Popov, Lead Product Designer

Designer with 10+ years of experience in B2B, B2G, and B2C products. Experienced in end-to-end product design, problem solving, product discovery and scalable design systems.

I work closely with product and tech teams to deliver intuitive and user-centered solutions with measurable business goals.

TASSTA GmbH

Senior UX/UI Designer

August 2022 –present

Hannover, Germany

Remote

TASSTA – Cross-platform ecosystems for public safety (B2B, B2G), consisting of 10 products available in 17 languages across Web, iOS, iPadOS, Android, WearOS and Desktop platforms.

Responsibilities

Strategy. Led the redesign and evolution of design approaches for complex ecosystems, aligning UX strategy with product and business requirements.

Processes. Design process scaling; supporting for tech teams and testing cycles; cross-team collaboration.

Design. UI/UX for complex mission-critical systems, including messaging, video communication, map tools (logistics and patrols), task manager and bodycam management systems, etc.

Growth. Design system leadership; hypothesis generation and validation; creation of interactive prototypes for testing and validation.

Key results

Products. Launched three core products from scratch: a SaaS Patrol Management platform, an iPadOS dispatcher application, and a body-worn camera management tool.

Optimization. Implemented the TASSTA design system, increasing the speed of new feature development by 30% and ensuring consistency across products.

Design. Led a full UI/UX redesign of dispatcher and client applications across Web, Desktop, and Android platforms, resulting in improved usability metrics.

Functionality. Delivered and integrated major product features, including group video and audio calls, advanced mapping tools, event logs, messaging systems, and logistics workflows.

Analytics. Conducted internal usability testing and implemented UX improvements based on structured user feedback.

Freelance projects

Product Designer,

UX & Growth specialist

January 2019 – July 2022

Remote

I help companies with all things design: user research and product exploration design concepts and in-depth work on interfaces and websites. Throughout my work, I have paid close attention to the details and quality of the products.

WE Design bureau

Senior UX/UI Designer

January 2014 – December 2018

St. Petersburg, Russia

On-site

Digital design agency (websites, marketing, promotion). I started as a mid-level designer and rose to senior within two years.

- Managed the design process
- UI/UX design for websites and mobile devices, UX research, usability testing
- Interacted with developers, product managers, and clients

Education

St. Petersburg University of Technology and Design
Applied computer science in economics, 2007 – 2012

IBM

«Design thinking» course, 2023

Bang Bang Education

«Design management patterns» Yury Vetrov course, 2025

Bang Bang Education

«Digital branding copilot» Yury Vetrov course, 2025 – 2026 (in progress)

Skills

Product Design

Product thinking • UX strategy • UI design • Design systems • Cross-platform design
Prototyping • UX research • Usability testing • Information architecture • Iconography
UX copywriting

Soft, AI

Figma • Sketch • Photoshop • Reve • Gemini • ChatGPT • Krea • html • css

Management

Design process management • Design leadership • Team development • Cross team
collaboration • Prioritization • Strategic planning

Personal

Systems thinking • Accountability for results • Communication • Data orientation •
helicopter view