✳ Eduard Maksuti

Product & UX/UI Designer
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Summary

Results-driven UX/UI Designer with a strong background in crafting intuitive, user-centric digital experiences. Skilled in user research, interaction design, and building scalable design systems to enhance usability and engagement. Adept at collaborating with cross-functional teams and leveraging data-driven insights to improve product experiences. Passionate about accessibility, UX writing, and visual storytelling to drive user retention and conversion.

Experience

UX/UI Designer @HomePad Solutions SA
Jun 2025 – Present – Fribourg Switzerland

- Spearhead the creation and evolution of a scalable design system, enabling consistency, efficiency, and seamless collaboration across product teams.
- Lead the transition of the app into a new phase of product design, delivering a more refined UI and significantly enhanced UX.
- Apply modern UX strategies and best practices to optimize user flows, reduce friction, and elevate overall usability.
- Collaborate cross-functionally with engineering and product teams to ensure a cohesive alignment between design vision and product goals.

UX/UI Designer @GenTwo
Nov 2023 – Dec 2024 – Zurich Switzerland

- Led end-to-end design solutions, ensuring seamless and intuitive user experiences.
- Developed advanced design systems to maintain consistency and efficiency across digital products.
- Conducted in-depth user research and usability testing, translating insights into actionable design improvements.
- Collaborated with cross-functional teams to align product goals with user needs.
- Optimized complex workflows, enhancing usability and reducing cognitive load for users.

UX/UI Designer @Bezep Solutions
Nov 2021 – Nov 2023 – Tel Aviv Israel

- Designed scalable UI/UX solutions for diverse digital products.
- Built and maintained a Figma design system, streamlining workflows and ensuring consistency.
- Defined information architecture and interaction patterns to enhance usability.
- Championed accessibility best practices, ensuring WCAG compliance.

UX/UI Designer @Entail.AI
Nov 2021 – Oct 2023 – Tel Aviv Israel

- Designed high-fidelity prototypes, bridging concept and development.
- Led cross-disciplinary workshops, aligning stakeholders on user-centric design strategies.
- Refined design systems and UI components, ensuring a cohesive brand identity.
- Developed interactive data visualization dashboards, improving comprehension of complex datasets.

UX/UI Designer @Noexis
Oct 2019 – Nov 2021 – Zurich Switzerland

- Designed scalable UI solutions for mobile and web platforms, enhancing engagement.
- Led the development of "Get Chances" app, implementing best practices for mobile UX.
- Conducted heuristic evaluations, identifying usability gaps and proposing strategic design improvements.
- Developed user flows and journey maps, optimizing interaction design and task efficiency.

Jr.UX/UI Designer @StormSpace
May 2018 – Oct 2019 – Basel Switzerland

- Assisted in marketing campaign designs, strengthening brand identity.
- Managed multiple design projects, balancing speed and quality.
- Developed UI mockups and prototypes, supporting product development teams

Education

BA Integrated Design – University for Business and Technology

Master Digital Product Design: UX Research & UI Design – Udemy

User Experience: The Beginner's Guide – Interaction Design Foundation

21st Century Design with Don Norman – Interaction Design Foundation

Games UX Foundations: Starter Edition – Interaction Design Foundation

Skills

UX Research – User Testing
Prototyping – Wireframing
Product Strategy – AI Driven
Design System – Inclusive Design
Design Leadership

Tools

Figma / Sketch
Framer and Framer Motion
Illustrator / Adobe Creative Suite
Miro / Jira
A&B Testing / UX Writing