# Maksym Tkachenko

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# Design leader shaping behavior, accelerating innovation, and delivering measurable results.

## Mission

Designing human-centered experiences that deliver measurable business value.

## Education

Mykolaiv National University
Bachelor of Informatics
(June 2014)

Technical Specialist in Applied Science and Engineering.

## Expertise

Interaction Design
Cross-Platform UX
Design Systems
Rapid Prototyping
AI-Assisted Design
Research Collaboration
Designer Mentorship

## Experience

### DIRECTV / Senior Product Designer / 2023 - Present

Led interaction design across TV, Mobile, Tablet, and Web with product, research, and engineering.

- Designed onboarding used by 2M+ customers, a mobile redesign, and a generative AI voice assistant for discovery and subscription management.
- Led Unity → ProtoPie → Cursor/Figma MCP adoption, reducing prototyping from weeks to days to minutes.
- Helped turn fragmented UI kits into Aleck Design System components with variants, design tokens, Figma Motion, and code integration for AI-assisted implementation.
- Applied research to interaction decisions and mentored designers.

### Meta / Product Design Prototyper / 2023

Designed spatial interactions and research prototypes for mixed reality glasses, turning early concepts into testable experiences.

- Built interactive prototypes with researchers and engineers to explore interaction behavior and evaluate design decisions.
- Adapted interactions when input shifted from hand tracking to a wristband controller, working within real-time performance constraints.

### Techtoys / Founder / Product Designer / 2021 -Present

Developing an interactive driver education platform combining visual storytelling, gamified learning and AI conversations.

### Snap Inc. / Senior Visual Designer / 2016 - 2022

Designed AR advertising concepts and built scripts and animation systems to scale production. Contributed to Fanta's Halloween campaign, which reached 25M+ unique teen users.

### HYS Enterprise / Software Engineer / 2015 - 2016

Built front-end features and internal tools.

### VizMotor / Lead 3D Designer / 2011 - 2014

Delivered commercial 3D content. Mentored designers in modeling, animation, and rendering.