

Max Burlak

boorlak@gmail.com
linkedin.com/in/maxburlak
hivefive.design
+34 635 254 746

Product Design Lead

Barcelona, Spain · Open to Remote (US/EU)

Strategic design leader who reduces chaos and ships through ambiguity. 13+ years in B2B SaaS building design systems, leading cross-functional teams, and shipping products that move business metrics. AI-native workflow—I focus on the 60% AI can't do: stakeholder alignment, scope protection, and knowing what to cut.

+34%

CONVERSION LIFT

85%

DS ADOPTION

3x

FOUNDING DESIGNER

13+

YEARS EXPERIENCE

EXPERIENCE

Default.com

Jan 2023 – Jan 2026

Design Lead / Founding Product Designer

- Shipped features driving +34% trial-to-paid conversion for revenue team platform
- Led end-to-end product design across web, establishing direction from 0→1
- Cut 40% of features 3 weeks before major launch, shipped on time, still hit metrics
- Mentored designers and established design review processes across teams

Apollo.io

Jun 2021 – Jan 2023

Design System Lead / Design Lead

- Built design system from scratch: tokens, components, documentation. 85% adoption in 6 months
- Replaced 4 weekly meetings with async decision memos, saved team 3 hours/week
- Led platform update bridging brand-product gap, resolved critical accessibility issues
- Managed design squad including PM responsibilities and process standardization

P2P.org

Jul 2020 – Jun 2021

Senior Product Designer / Founding Designer

- Founding designer for crypto banking product on Solana, launched DTF product line
- Won 2nd and 3rd place in hackathons, achieved \$1M+ TVL in month one

Earlier Roles

Kinescope — Senior Product Designer (2018–2020)

Round 2 App — Lead UX/UI Designer (2018)

Various early-career design roles (2013–2018)

SKILLS & TOOLS

DESIGN

Product Design
Design Systems
Interaction Design
User Research

TOOLS

Figma (Expert)
Cursor / Claude
Notion
Amplitude

DOMAINS

B2B SaaS
Fintech
Developer Tools
Marketplaces

LEADERSHIP

Team Mentorship
Cross-functional
Stakeholder Mgmt
Design Ops

EDUCATION

Applied Mathematics — Luhansk State Pedagogical University (2010–2014)