Masha (Mariia) Sidorova

Senior AI UX Designer | **Address:** Lisbon, Portugal | Portuguese residence permit, no visa sponsorship needed
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ABOUT ME

Senior AI UX designer with 8 years of experience. I own the core user journeys of complex products end to end, from audit and research to shipped UI, and I build the design systems that keep them consistent across web and mobile. Recent work: the core experience and AI Coach for Empower, the ticket-purchase journey and visual identity for the Empire State Building, and design-system documentation and governance at enterprise scale. I work in Figma and in code (React, TypeScript, Tailwind) and use Claude to automate design-system work.

WORK EXPERIENCE

08/2026 – Current, Lisbon, Portugal

SENIOR UX/UI DESIGNER – NID-HUMAN LDA (contractor for Appian)

Appian builds enterprise software for process automation and AI agent orchestration.

- Lead UX/UI for the Resource Center, starting with an audit of the current ecosystem and design principles based on user needs and accessibility requirements.
- Own and govern the Resource Center's design system: foundations, components, page templates and documentation for developers.
- Designed AI-assisted flows, including how generated output is presented on the AI Overview page.
- Built a Figma Make cover builder so resource and publication covers stay consistent without a designer; gather requirements from product, marketing and engineering.

09/2024 – 08/2026, Lisbon, Portugal (remote)

SENIOR UX/UI DESIGNER – CLAY GLOBAL LLC

Product design agency. Client projects:

- **Empower** (retirement and investing platform, US, 20M users): owned the core experience – dashboard, AI Coach and retirement-goal visualisation – through three rounds of usability testing. Designed the AI Coach with inline answers and a one-tap handoff to a human advisor. Co-led the design system (a shared foundation plus web and mobile libraries: 335 tokens, 2,300+ component variants, WCAG 2.2 AA): guidelines, documentation in zeroheight and governance.
- **Empire State Building** (website and ticketing, global audience): owned the design side on a team with strategists, researchers, designers and an art director. Co-ran the CRO audit and two usability-test rounds (20 participants), turned the findings into quick wins and the redesign plan, and authored the visual concept stakeholders selected, now live across the site. Structured page templates so AI search answers come straight from the page. Premium ticket sales up 5%.
- **Tether** (payments app): led Arabic localisation – RTL layout, typography, Eastern Arabic numerals – and a light and dark UI library documented for LTR and RTL. Regional retention up 10%.
- **gold.com** (precious-metals marketplace, US): owned the web experience from discovery to shipped UI, turning a legacy retailer into a digital marketplace. Registrations from buyers under 35 up 31%.
- **Prime Focus** (B2B media-management web app): owned navigation and the AI-assisted core experience, including in-app AI assistance.
- **Yape** (super app, Peru, 20M+ users): audited a complex ecosystem growing through a bank acquisition and set a 3–5-year experience vision with an accessible redesign. Task completion up 24%.

07/2023 – 09/2024, Lisbon, Portugal (remote)

SENIOR UX/UI DESIGNER – LUCY IN THE SKY INC.

D2C fashion brand: web store and Flutter iOS / Android app.

- Owned UX/UI and the design system across web and the Flutter app, with components kept in sync with code through Git-based workflows; delivery speed up 30%.
- Turned stakeholder requirements into prototypes and usability-tested iterations; a navigation A/B test with 75K users raised sales 9% in one week.

07/2022 – 06/2023, Lisbon, Portugal

PRODUCT DESIGNER – QOGITA

B2B wholesale marketplace (UK, EU, US, Latin America, Israel).

- Designed from scratch and owned a Tailwind-based design system that replaced inconsistent UI with coded components.
- Designed data-dense dashboards and tables for buyers, sellers and logistics partners; ran user interviews and usability tests and turned findings into documented iterations.

10/2020 – 07/2022, Moscow, Russia

PRODUCT DESIGNER – SBERMEGAMARKET

E-commerce marketplace, 15M daily users.

- Owned the rebrand of the seller domain and designed a shop-in-shop tool for partner brands.
- Redesigned core flows from data, research and stakeholder requirements.

05/2018 – 10/2020, Moscow, Russia

PRODUCT DESIGNER – MTS

Telecom and digital services.

- Designed a patient medical-records app and an order-management system for wearables and smart-home products.
- Applied and helped scale the company-wide design system; ran workshops that turned business and technical requirements into designs.

2026

PROJECT – qua-design.com

- Portfolio built in code: Next.js / React, TypeScript, Tailwind CSS, Git. Design tokens exported from Figma variables to CSS; every component mirrored one-to-one in a Figma library with documented iterations.

EDUCATION AND TRAINING

2017 – 2019, Moscow, Russia

MSC, HEALTH CARE ADMINISTRATION & ECONOMICS – HSE University (Higher School of Economics)

Level in EQF: EQF level 7

2013 – 2017, Moscow, Russia

BSC, SOCIAL WORK (MEDICAL-SOCIAL FOCUS) – Russian University of Medicine

Level in EQF: EQF level 6

CERTIFICATES

- Claude Code in Action – Anthropic Academy (2026)
- AI Prototyping – Memorisely (2025)
- Mobile and Cross-Platform App Design: web, native mobile, TV and watch – Yandex Practicum (2023)
- Conducting Usability Testing; UX Management: Strategy and Tactics – Interaction Design Foundation (2023)
- Taking CX and UX Action – Delta CX (2023)
- UI Animation – Bang Bang Education (2022)

LANGUAGE SKILLS

Mother tongue: Russian

	Listening	Reading	Spoken production	Spoken interaction	Writing
English	C2	C2	C2	C2	C2
Czech	B1	B1	B1	B1	B1
Portuguese	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

- **Design:** product design, UX/UI, information architecture, interaction design, prototyping, visual design, data visualisation, responsive design, accessibility (WCAG 2.2 AA)
- **Design systems:** design tokens, Figma component libraries, variables and auto layout, documentation (zeroheight), governance, developer handoff
- **Research:** usability testing, user interviews, card sorting, CRO and behaviour analytics (GA4, Microsoft Clarity)
- **AI:** AI-assisted feature design (inline answers, provenance, human handoff), Claude, Claude Code, Figma Make
- **Code:** React, TypeScript, Tailwind CSS, HTML, CSS, Git
- **Collaboration:** workshop facilitation, stakeholders without a design background, distributed international teams