# Mariia Sidorova

Senior Product Designer (UX/UI) · E-commerce, fintech & marketplaces · Design systems

Lisbon, Portugal · mariyasidorov@gmail.com · +351 927 100 234 · qua-design.com · linkedin.com/in/maria-sidorova-design

Senior product designer with 8 years in e-commerce, marketplaces and fintech. I make complex purchase, payment and self-service journeys easier to finish, and build the design systems, in Figma and in code (React, TypeScript, Tailwind), that let teams ship them consistently. I work closely with engineers and with non-design stakeholders, and I design AI-assisted features with care for how generated answers are shown to people.

Portugal residence permit, no visa sponsorship needed · Remote or hybrid, comfortable across EU, UK and US time zones · English C2

## SELECTED RESULTS

**+9% sales**
A/B test with 75K users, Lucy in the Sky

**+31% registrations**
from buyers under 35, gold.com

**+24% task completion**
Yape super app, 20M+ users

**+10% regional retention**
Arabic and RTL localisation, Tether Payments

**+5% premium ticket sales**
Empire State Building ticketing

**30% faster delivery**
shared web and Flutter design system

## EXPERIENCE

**Senior UX/UI Designer · Appian** 08.2026 – present
Enterprise software for process automation and AI-agent orchestration · contractor via NID-Human · Lisbon

- 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.

**Senior UX/UI Designer · Clay Global** 09.2024 – 08.2026
Product design agency, client projects · Lisbon (remote)

- **Empire State Building**, website and ticketing, global audience: design owner of the core ticket journeys on a large team. Co-ran the CRO audit and two usability-test rounds (20 participants), defined the quick wins for the ticketing vendor, and rebuilt a mobile-first checkout where every participant noticed and used the add-on. Authored the visual concept stakeholders chose in each round, now live across the site. Design system of 117 components on 226 tokens; templates built for AI search. Premium ticket sales up 5%.
- **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.
- **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%.
- **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%.
- **Prime Focus**, B2B media-management web app: owned navigation and the AI-assisted core experience, including in-app AI assistance.

**Senior UX/UI Designer · Lucy in the Sky** 07.2023 – 09.2024

D2C fashion brand, web store and Flutter iOS / Android app · Lisbon (remote)

- Redesigned the store and app so a shopper reaches the right category in one tap, replacing a video-first home and custom tabs with a catalogue-first, classic navigation. A/B test with 75K users: sales up 9%.
- Owned and scaled a design system for web and Flutter, with coded components kept in sync through Git-based workflows. Delivery speed up 30%.
- Turned stakeholder requirements into prototypes and usability-tested iterations.

**Product Designer · Qogita** 07.2022 – 06.2023

B2B wholesale marketplace (UK, EU, North and Latin America, Israel) · Lisbon

- Designed from scratch and owned a multi-platform design system built on Tailwind, replacing 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.

**Product Designer · SberMegaMarket** 10.2020 – 07.2022

E-commerce marketplace, 15M daily users · Moscow

- 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.

**Product Designer · MTS** 05.2018 – 10.2020

Telecom and digital services · Moscow

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

**Project · qua-design.com** 2026

- 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.

## SKILLS

| | |
|---|---|
| **Product** | End-to-end UX/UI · Checkout, payments and conversion (CRO) · Marketplaces · Information architecture · Dashboards and data tables · Localisation and RTL · AI-assisted features (inline answers, provenance, human handoff) |
| **Systems** | Design systems and governance · Design tokens · Component libraries and variants · Documentation and developer handoff · Accessibility (WCAG 2.2 AA) |
| **Research** | User interviews · Moderated and unmoderated usability testing · Card sorting · A/B testing · CRO and behaviour analytics (GA4, Microsoft Clarity) · Workshop facilitation |
| **Code** | React · TypeScript · Tailwind CSS · HTML, CSS · Git |
| **Tools** | Figma (variables, auto layout, libraries) · Figma Make · Claude, Claude Code · Cursor · zeroheight · Maze · FigJam, Miro · Jira |

## EDUCATION

**MSc, Health Care Administration and Economics** · HSE University, Moscow 2017 – 2019

**BSc, Social Work (medical and social focus)** · Russian University of Medicine, Moscow 2013 – 2017

## CERTIFICATES

Claude Code in Action, Anthropic (2026) · AI Prototyping, Memorisely (2025) · Mobile and Cross-Platform App Design, Yandex Practicum (2023) · Conducting Usability Testing; UX Management, Interaction Design Foundation (2023) · Taking CX and UX Action, Delta CX (2023) · UI Animation, Bang Bang Education (2022)

## LANGUAGES

Russian (native) · English (C2) · Czech (B1) · Portuguese (A2)