Masha Sidorova

Senior Product Designer · UX/UI, Research & Systems Design

Lisbon, Portugal · maria.sidorova@qua-design.com · Available for freelance & senior in-house roles

PROFILE

Senior Product Designer with 7+ years delivering user-centric digital experiences across e-commerce, FinTech, marketplaces, and digital health. I combine deep UX research, conversion-focused design strategy, and scalable systems thinking to ship products that measurably grow business metrics. Equally comfortable embedded in cross-functional product teams or leading end-to-end design as an independent consultant. Backed by a Master's in Health Care Administration & Economics — bringing rare domain fluency to HealthTech and MedTech projects.

SKILLS & TOOLS

Figma · FigJam · Miro · Prototyping · Information Architecture · UX Research · User Interviews · Usability Testing · Conversion Optimisation · Design Systems · UX Writing · Interaction Design · Product Design · CX · Accessibility · Double Diamond · Agile · Lean UX · Design Sprints · Stakeholder Collaboration · Android · iOS · Web

PRODUCT DESIGN EXPERIENCE

Clay Global · Digital Product & Brand Design Agency

Senior Product Designer · 2024 – Present · Lisbon (Remote)

Empire State Building · esb.com (Launching Soon)

- Contributed UX/UI design to a full redesign of the Empire State Building's digital experience, modernising the product to meet today's visitor expectations and conversion benchmarks.
- Translated research findings — including user interviews, behavioural data, and usability testing — into quick-win design solutions with measurable impact on key flows.
- Shaped experience decisions through data: participated in A/B tests, analysed results, and proposed design solutions validated against real user behaviour.
- Designed and prototyped high-fidelity UX/UI across ticket discovery, tour selection, and purchase flows, balancing conversion goals with intuitive usability.
- Collaborated closely with research, product, and engineering to ensure solutions were grounded in evidence and feasible to ship.

Gold.com · Precious Metals Marketplace (2M+ Monthly Web Visits)

- Transformed a legacy retailer into a high-trust digital marketplace; optimised discovery and purchase flow (↓68% navigation time).
- Built information architecture and design system that reduced delivery time by 35%.

Tether Payments Group · Digital Transactions (500M+ Users)

- Redesigned key transactional experiences and led localisation for Arabic markets, boosting regional retention by 10%.

Yape · Super App Ecosystem (20M+ Users)

- Performed UX audit and research, delivered strategic insights to leadership.
- Designed mobile app concept improving task completion by 24% and overall discoverability.

Empower · Premium Financial Planning (19M Users, 88K Organisations)

- Developed component playbook and unified UI framework; improved cross-team collaboration and accessibility alignment.

Lucy in the Sky Inc · E-Commerce, B2C

Product Designer · 2023 – 2024

- Introduced UX solutions for B2C web store and mobile app: +20% add-to-cart conversion on web, +25% user engagement on mobile.
- Built cross-platform design system for Flutter (mobile) and web, improving consistency and delivery speed by 30%.

Qogita · B2B Marketplace

Product Designer · 2022 – 2023

- Implemented order tracking experience that improved returning user rate by 18%.
- Built scalable Figma design system; redesigned buyer, seller, and logistics workflows for usability and visual consistency.

SberMegaMarket · E-Commerce, B2B & B2C

Product Designer · 2020 – 2022

- Led product ecosystem rebrand driving growth to 15M daily users; introduced shop-in-shop experience boosting trust and retention.
- Reduced support complaints by 40% through improved user flows.
- Launched B2B advertising platform, increasing profit 15% YoY.

MTS · Digital Services Ecosystem

UX/UI Designer · 2019 – 2020

- End-to-end design process from UX research to delivery.
- Scaled order management system, improving usability and increasing user satisfaction by 25%.

EDUCATION

Master of Science · Health Care Administration & Economics

HSE University (Higher School of Economics) · Moscow · 2017 – 2019

Specialisation in health economics, patient experience strategy, and digital health systems — directly applicable to HealthTech and MedTech product design.

Bachelor of Science · Social Work (Medical-Social Focus)

Russian University of Medicine · Moscow · 2013 – 2017

Foundation in medical-social practice, patient-centred care models, and healthcare service design.

Tul'skaya Detskaya Khudozhestvennaya Shkola im. V.D. Polenova · Children's Art School

Tula, Russia

Formal fine arts training in drawing, painting, composition, and sculpture — building the visual foundations that underpin a career in design.

SELECTED CERTIFICATIONS

UX Research & Strategy · Branding & Typography · AI Prototyping · Interaction Design · Accessibility in Design · Design Systems

ADDITIONAL

Languages: English (professional), Russian (native), Portuguese (basic) · Open to: freelance/consulting engagements, senior in-house roles (HealthTech, E-com, FinTech, B2C)