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Product & Design Lead with deep expertise in agentic AI orchestration and product innovation. Transforms complex digital systems into simple, intuitive products that drive business growth and automate user workflows. Applies behavioural design principles to build highly engaging software, leading cross-functional engineering and design squads from initial concept to launch. Multidisciplinary background spanning product leadership, system architecture, and art direction across EdTech, SaaS, B2B, and B2C.

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Berlin | [design@mashaoks.com](mailto:design@mashaoks.com)

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## EXPERIENCE

### IU International University | Product & Design Lead

*Dec 2022 - Mar 2026, Berlin*

- Led the 0 → 1 product lifecycle and design of Syntea AI's first-ever **agentic Study Buddy**; authored PRDs, defined the conversational persona/interaction flows, and spearheaded prompt engineering to drive rapid user adoption and trust from launch.
- Increased student active learning time by **134%** compared to the previous version by designing engaging user flows and orchestrating complex features into its unified experience.
- Boosted student engagement by **149%** by owning the end-to-end product definition and **gamification roadmap** for 'Study Loop'—a complex orchestration of learning features powered by an **agentic AI architecture**.
- Achieved an **81%** course completion rate by owning the strategy, roadmap, and end-to-end execution of a **WhatsApp-integrated "trigger-action-reward"** habit loop based on user behaviour analysis.
- Drove a **user-centred, iterative design process**, rapidly translating student insights from usability testing and user interviews into validated feature improvements.
- Led **cross-functional engineering and design squads** to deliver cohesive AI features; translated complex user requirements into prioritised **Jira tickets**, scoped technical constraints, and unblocked cross-team dependencies.
- Defined the quarterly roadmap for the user-facing product surface and aligned it with executive business goals, synthesising UX research insights into **validated product priorities**.

### Kitchenful | Lead Product Designer

*Aug 2022 - Nov 2022, Berlin*

- Managed all aspects of **UX and UI design** for the Kitchenful meal planning and grocery native mobile application, overseeing the **end-to-end design process**.
- Identified **critical flaws** in the venture-backed startup's business model through comprehensive **user research and market analysis**, presenting **strategic pivoting options** to founders that potentially **saved over \$1.5M** in remaining investment funds within 4 months.
- Designed and implemented a **streamlined onboarding experience** for new users that **increased conversion rates by 12%** within 3 months.
- Created and maintained a **comprehensive design system** that improved development efficiency and ensured a consistent user experience across the application.
- Conducted **qualitative research** through user interviews and usability testing sessions with **30+** participants, **identifying critical friction points** that informed targeted interface improvements.
- Designed and implemented a **freemium subscription model** and engagement-boosting features that **enhanced user retention by 8%** and created new monetisation opportunities.

## Sygnis | Head of Digital Product

*Aug 2021 - Jun 2022, Berlin*

- Led the end-to-end UX and product design process for a new website featuring a **self-service configurator**, from concept through launch.
- Defined user flows, created wireframes, and developed **interactive prototypes** to transform complex product customisation into an **intuitive and user-friendly experience**.
- **Improved website conversion rate** (visitors to quote requests) by **~25%** through intuitive navigation and clear calls to action.
- **Decreased specification errors** by **~33%** and associated costs through **clear visual communication** and interactive product previews.
- Led end-to-end delivery of all digital projects, managing budget, resource allocation, and hiring and coordinating freelancers to ensure efficient execution and timely delivery.

## Sygnis | Art Director

*Oct 2020 - Jul 2021, Berlin*

- Led the first UX initiative at the company, defining **user personas** and mapping comprehensive **user journeys**, providing the foundation for user-centred product development decisions.
- Initiated and led the design of a new company website, collaborating closely with management stakeholders to define product vision, user flows, and key functionality.
- Directed **visual design strategy** for core digital products (including the new website) and physical touchpoints, ensuring **brand consistency and quality** across the user experience.
- Collaborated closely with management, engineering, and other **cross-functional teams** to **translate complex business requirements** into engaging and functional digital product solutions.
- Managed major photo and video productions that enhanced product visualisation and customer understanding.
- Established **cohesive design guidelines and best practices** across the organisation, forming the basis for future digital product development.
- **Reduced sales cycle length** by an estimated **15%** by creating easily referenceable design assets and **marketing materials** for users and the sales team.

## PREVIOUS EXPERIENCE

Horzn Studios | Junior Art Director

*Sep 2019 - Mar 2020*

Wayfair | Visual Designer

*Mar 2019 - Aug 2019*

Fy! | Graphic Designer

*Jul 2018 - Feb 2019*

Monoqi | Graphic Designer

*Aug 2016 - Jun 2018*

v.confession Agency | Graphic Designer

*Feb 2013 - May 2015*

The GARAGE, Museum of Contemporary Art | Graphic Designer

*Apr 2013 - May 2015*

## EDUCATION

University of Hertfordshire | Bachelor of Arts (BA) in Graphic Design & Illustration

*Graduated 2015, Hatfield, UK*

## PROFESSIONAL TRAINING

CDI | Prompt Designer for Conversational AI

*2024*

Career Foundry | UI Design

*2020*

Bang Bang Education | UX Design

*2017*