

Masha Oks

Senior Product Design Leader specialising in agentic AI orchestration and human-centred innovation. Transforms complex products into simple, intuitive experiences that delight users and drive business growth. Applies behavioural design principles to boost engagement and leads cross-functional teams from research insight to product launch. Multidisciplinary background spanning product design and creative direction across EdTech, SaaS, B2B, and B2C.

Berlin | design@mashaoks.com

EXPERIENCE

IU International University | Product Design Lead

Dec 2022 - Mar 2026, Berlin

- Designed the first-ever agentic version of Syntea AI Study Buddy from 0 → 1, owning the full process from concept and research through to launch, including conversational persona, interaction flows, knowledge base, prompt engineering and UI, fostering significant user adoption and trust.
- 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 implementing strategic gamification elements based on behavioural design principles.
- Achieved an 81% course completion rate by implementing a trigger-action-reward habit loop informed by user behaviour analysis.
- Drove a user-centred, iterative design process, rapidly translating student insights from usability testing and user interviews into validated feature improvements through prototyping and close collaboration with cross-functional stakeholders.
- Led cross-functional collaboration across engineering and design squads, establishing pioneering AI-first interaction patterns and frameworks to ensure scalable, cohesive feature deployment.
- Partnered with executive leadership to shape the multi-quarter roadmap for the core product experience, translating synthesised UX 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 product-market fit through comprehensive user research and market analysis, providing the definitive insights that enabled founders to safeguard over \$1.5M in remaining investment capital by halting an unviable model 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.
- Directed end-to-end digital product delivery, managing budgets and scaling cross-functional teams to establish efficient execution frameworks and accelerate time-to-market.

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.
- Partnered with **cross-functional leadership** and engineering to translate complex business goals into intuitive digital products, ensuring a **seamless connection between brand identity and user experience**.
- 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

Horizn 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

Pixel Perfect | AI-Native Designer

2026

CDI | Prompt Designer for Conversational AI

2024