

# Masha Oks

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**Product Design Lead who transforms complex product requirements into simple, engaging experiences users love. Created innovative products that drive business growth and efficiency across both B2B and B2C. Worked in various industries from art and education to food tech, visual merchandising, and e-commerce. Applied behavioural design principles to boost user retention and inspire engagement. Led cross-functional teams, turning research insights into strategic product decisions.**

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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 - Present, Berlin*

- 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.
- Led the user experience design for the AI assistant, shaping its conversational persona and interaction flows through iterative, user-centred design and prompt engineering to be engaging, supportive, and human-like, fostering significant user adoption and trust.
- 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 and coordinated efforts with engineering and design teams, translating complex requirements into functional designs to deliver cohesive AI education features.
- Contributed to product roadmaps by aligning user research insights with business goals, working closely with product and business management.

### **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.

## Sygn's | 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 approximately 25% through intuitive navigation and clear calls to action.
- Decreased specification errors by approximately 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.

## Sygn's | 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

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

CDI | Prompt Designer for Conversational AI

*2024*

Career Foundry | UI Design

*2020*

Bang Bang Education | UX Design

*2017*