MASHA SIVAKOVA

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Portfolio 📂

Linkedin in

Berlin, Germany ◎

UX Designer

ABOUT

I'm a UX designer who transforms complex technical concepts into clear, intuitive interfaces. Specializing in design concepts and information architecture, I simplify intricate workflows to enhance usability and user experience. With a detail-oriented mindset and a passion for turning complexity into clarity, I create digital solutions that not only improve user interactions but also align with business objectives.

EXPERIENCE

UX DESIGNER — *IONOS SE*
02.2023 - present

- Driving the UX process for cloud-based, data-intensive products, transforming highly technical workflows into intuitive experiences for diverse user groups.
- Owning the full UX lifecycle, ensuring design solutions are user-centered, technically feasible, and aligned with business goals.
- Communicating and defending design solutions through structured documentation and stakeholder presentations, ensuring alignment and buy-in across teams.
- Facilitating cross-functional collaboration with product managers, developers, and technical writers to align design decisions with product vision and business goals while maintaining consistency across the platform.
- Contributed to a successful governmental tender (ITZBund), with my designs being part of the solution that helped secure the contract.

UX DESIGNER & RESEARCHER — *Axu Technologies*
09.2022 - 11.2022

- Supported developers in refining the usability and UI of both the SaaS ML-based product and its landing page by providing design suggestions and feedback.
- Conducted user research, including interviews and usability tests, to gather insights that informed design improvements.
- Created detailed design concepts while incorporating research findings.

CUSTOMER SUCCESS MANAGER — *Sweet Home Real Estate Investments GmbH*
03.2018 - 02.2022

- Maintained personal communication with customers to create and foster trust as the service provider
- Restructured communication flows to accommodate the needs of +30% of customers annually by creating effective templates
- Processed large amounts of data for the purpose of creating tax declarations, and made it accessible and clear for over 300 properties yearly

EDUCATION

UX/UI Design Bootcamp — *Ironhack Berlin*
03.2022 - 06.2022

M.A. European Union Studies — *Heinrich Heine University Düsseldorf*
10.2015 - 09.2017

B.A. East Asian Studies & English and American Studies — *Tel Aviv University*
10.2011 - 09.2014

LANGUAGES

English • German • Russian • Hebrew