

MASHA SIVAKOVA

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[Portfolio](#) 

[Linkedin](#) 

UX Designer & Researcher

Berlin, Germany 

ABOUT

A process-oriented UX Designer passionate about all things research. Throughout my career, I have been empathizing with the customers' perspective while keeping business objectives in mind. In the field of UX research, I am eager to deepen my natural inclination to understand complex problems, gain new skills, and create data-driven solutions through a structured and iterative process.

EXPERIENCE

UX DESIGNER & RESEARCHER – *Axu Technologies*

09.2022 - Present

- Driving design solutions by combining research insights and business goals
- Working independently while creating clear documentation communicating design rationale
- Collaborating with developers to improve the usability of both the SaaS ML-based product and its landing page

UX/UI DESIGNER: PROJECT – *Freelancemap.com*

05.2022 - 05.2022

- Planned and facilitated user research and usability testing, synthesizing findings and iteratively integrating them into design solutions
- Built and presented a high-fidelity interactive prototype of MVP to the CEO
- Worked with the client to increase clarity and visibility of core features of a desktop app

CUSTOMER SUCCESS MANAGER – *Sweet Home Real Estate Investments GmbH*

03.2018 - 02.2022

- Discovered user pain points and sought to turn them into sustainable solutions
- Restructured communication flows to accommodate the needs of +30% of customers annually
- Processed data 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 - *fluent*

GERMAN - *intermediate*

HEBREW - *mother tongue*

RUSSIAN - *mother tongue*

JAPANESE - *basic*