

Maria Sidorova

Senior Product Designer

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Senior Product Designer, 7+ years, working across e-commerce, FinTech, and marketplaces. I build evidence-based design solutions, grounded in research and validated through testing, that deliver measurable improvements to conversion, retention, and usability. Background in health economics adds domain depth for HealthTech and MedTech projects.

Experience

Clay Global, Digital Product & Brand Design Agency **Senior Product Designer**

Lisbon, Portugal (Remote)
Sep 2024 – Present

***Mission:** Delivered UX/UI design across multiple client engagements, spanning ticketing, marketplace, and FinTech platforms, translating research and behavioral data into design decisions with measurable business impact.*

- Reduced navigation time 68% on Gold.com (2M+ monthly visits) by rebuilding the discovery and purchase flow for a legacy retailer's transition into a high-trust digital marketplace
- Boosted regional retention 10% on Tether Payments (500M+ users) by redesigning key transactional experiences and leading localization for Arabic markets
- Improved task completion 24% on Yape's super app (20M+ users) by conducting a UX audit and designing a new mobile concept validated against user behavior

Lucy in the Sky Inc, E-Commerce, B2C **Product Designer**

Lisbon, Portugal (Remote)
Jul 2023 – Sep 2024

***Mission:** Redesigned the web store and mobile app for a B2C fashion retailer, lifting conversion and engagement across platforms.*

- Increased add-to-cart conversion 20% on web by introducing new UX solutions across the core shopping flow
- Increased mobile engagement 25% by redesigning key app flows for usability and clarity
- Improved consistency and delivery speed 30% by building a cross-platform design system spanning Flutter and web

Qogita, B2B Marketplace **Product Designer**

Lisbon, Portugal (Remote)
Jul 2022 – Jun 2023

***Mission:** Redesigned core marketplace workflows for buyers, sellers, and logistics partners on a B2B platform.*

- Improved returning user rate 18% by implementing a new order tracking experience
- Built a scalable Figma design system by auditing and unifying inconsistent UI patterns across the platform
- Redesigned buyer, seller, and logistics workflows by identifying usability gaps and rebuilding for visual consistency

SberMegaMarket, E-Commerce, B2B & B2C **Product Designer**

Oct 2020 – Jul 2022

***Mission:** Led design for a 15M daily-user e-commerce ecosystem through a full product rebrand and new revenue channels.*

- Grew the platform to 15M daily users by leading a full product ecosystem rebrand and introducing a shop-in-shop experience
- Reduced support complaints 40% by redesigning core user flows for clarity and ease of use
- Increased B2B advertising profit 15% YoY by launching a new advertising platform

MTS, Digital Services Ecosystem

UX/UI Designer

May 2019 – Oct 2020

***Mission:** Owned end-to-end UX/UI design for digital services, from research through delivery.*

- Increased user satisfaction 25% by scaling the order management system and improving its usability
- Ran the full design process end-to-end, from UX research through final delivery, for core digital services
- Improved cross-functional delivery by working closely with product and engineering to ship research-backed design solutions

Certifications

Claude Code in Action , Anthropic	Apr 2026
AI Prototyping Workshop , Memorisely	Jul 2025
Taking CX and UX Action , Delta CX	Nov 2023
Mobile and Cross-Platform Application Design , Yandex	Sep 2023
UX Management: Strategy and Tactics , IxDF – Interaction Design Foundation	Jun 2023
Conducting Usability Testing , IxDF – Interaction Design Foundation	Jan 2023
UI-Animation , Bang Bang Education (BBE)	Feb 2022
Brand Identity , British Higher School of Art and Design	Jan 2020

Education

MSc, Health Care Administration & Economics , HSE University (Higher School of Economics)	Moscow, Russia
2017 – 2019	
BSc, Social Work (Medical-Social Focus) , Russian University of Medicine	Moscow, Russia
2013 – 2017	

Skills & Languages

UX & Product: UX Research, User Interviews, Usability Testing, Information Architecture, Interaction Design, Design Systems, UX Writing, Conversion Optimization, CX, Accessibility, Stakeholder Collaboration, Agile, Lean UX, Design Sprints, Double Diamond

Tools: Figma, FigJam, Miro, Prototyping (Android, iOS, Web)

Languages: English (Professional), Russian (Native), Portuguese (Basic)