

Masha Sidorenko

Digital designer

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New York City or Remote



PROFESSIONAL SUMMARY

Digital Designer with a strong background in marketing and branding, creating clean and functional designs that balance business goals and user needs. Experienced in visual storytelling, interaction design, and user research, with expertise in Figma and Adobe Creative Suite. Collaborative and detail-oriented, delivering seamless digital experiences across web and mobile platforms.

EXPERIENCE

Digital Designer

Aug 2024 - Present

Freelance

New York, USA

Redesigned websites focusing on intuitive navigation and enhanced mobile responsiveness, including a dynamic portfolio site for a videographer and an engaging landing page for a local writer. Improved usability and user engagement across various digital platforms.

UI/UX Designer

Apr 2024 - Aug 2024

Match Production

New York, USA

Led UX redesign projects for a photography studio, optimizing site usability, service pages, and user scheduling. Enhanced interactive elements and overall site functionality to increase conversions.

UX Designer

Sep 2023 - Feb 2024

Shader App

New York, USA

Conducted extensive UX research and usability testing for an AI-driven AR application. Developed user personas, categorization systems, and testing frameworks to inform iterative design improvements.

Creative Producer

Jul 2014 - Aug 2023

Publicis Hepta / Vondel Marketing B.V.

New York, USA

Managed digital, print, and OOH creative production for international brands like Porsche, Audi, HP, and Nestlé. Negotiated vendor agreements, managed budgets, and ensured brand consistency across deliverables.

SKILLS

- User Experience (UX) and User Interface (UI) design
- Wireframing, prototyping and design systems
- User Research, usability testing and A/B testing
- Interaction design and information architecture
- Figma, Sketch, Adobe XD, Adobe Creative Suite
- Persona development and journey mapping
- Responsive and mobile-first design
- Human-centered and user-centered design

EDUCATION AND CERTIFICATES

Google UX Design Professional Certificate

2024

Coursera

New York, USA

UX/UI Design Certificate

2023

TeachMeSkills School

New York, USA

Bachelor Of International and European Law

2012

European Humanities University

Vilnius, Lithuania