

MASHA PARINOVA

Design Thinking Facilitator & Strategic Service Designer

ABOUT

10+ years of working with corporates, startups and NGO's on bringing human-centered design to complex digital transformation and technology innovation projects. Described as a human exclamation point (!)— bringing momentum and energy to every challenge.



WORK EXPERIENCE

Studiomash Jan 2019-Present
Founder & Strategic Advisor

Partnered with leadership at KLM, Nike, Schiphol, and others to translate vision into action through strategy workshops, portfolio planning, and operating model design.

KLM Mar 2019-Present
Strategy Lead & Innovation Partner (Freelance)

Facilitated key digital transformation projects across business platforms, through qualitative research, design sprints and concept-to-pilot validation for internal innovation programs.

Nike Feb 2021-Jul 2022
Strategic Program Lead

Led pilots as part of Nike's global incubator, the Technology Innovation Office. Co-created the 'Culture of Digital Innovation' program to scale innovation capabilities across regions.

KLM Jan 2017-Dec 2018
Head of Design, Digital Studio

Scaled and led a high-performing design team, embedding human-centered design and design thinking to drive innovation across Flight, Ground, Cargo, Finance, and HR.

TOOLING

Figma
Sketch
Miro
FigJam
Notion
Airtable
Trello

SKILLS

Design sprints
Strategic facilitation
Portfolio management
Roadmap development
Objectives & key results
Organizational design
Change management

EDUCATION

Harvard Business School
Credential of Readiness
2014

Tufts University
BSc Human Factors
2009-2013

American School Moscow
IB Diploma
2000-2009

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