

# Irina Nalivaiko

Senior Product Designer with 10 years of experience, including the past 2+ years leading 0-to-1 AI products with 150k+ active users. Combines systems-level thinking with hands-on execution, and is currently focused on shaping ambiguous AI problems into scalable, real-world solutions. Works effectively across product, engineering, and business, and consistently drives alignment and decisions in complex, high-stakes environments. Deeply committed to mentoring and growing the design community. [www.irinanalivaiko.com](http://www.irinanalivaiko.com) | [irina.nalivaiko@gmail.com](mailto:irina.nalivaiko@gmail.com) | [linkedin.com/in/irinanalivaiko](https://linkedin.com/in/irinanalivaiko)

## EXPERIENCE

### Senior Product Designer – Star (Jul 2021 – present)

#### GenAI Suite (Global Advertising & Marketing Holding Company)

- Design Agent Builder 0-1 enabling **48K+ Monthly Active Users** in 6 months to build **50K+ custom agents**

#### AI Assistant (Global Advertising & Marketing Holding Company Enterprise Platform)

- End-to-end design for a centralized AI Assistant, consolidating fragmented AI tools and services, **increasing tool adoption to 150K+ global users**.

#### Developer Hub & Data Catalog (Global Advertising & Marketing Holding Company Enterprise Platform)

- 0-1 product design for dev hub & data catalog which **standardized product development and data access** for 150K+ users across the organization.

#### Supplier Discovery Suite (B2B Procurement SaaS Company)

- Led cross-functional co-creation workshops to align on core user problems and define high-impact solutions.
- Ran continuous product discovery, from user research to concept validation.

#### Design System (B2B Procurement SaaS Company)

- Managed a cross-functional team (4 designers + 1 developer) to build a scalable design system, **delivered 4 weeks ahead of schedule**, enabling product MVP launch.

#### Customer Platform (Digital Services provider)

- Applied user research data to shape the vision of an innovative, user-centric customer platform.
- Achieved stakeholder buy-in on goals and strategy by creating a UX concept prototype.

### UX Designer – Luxoft & Other (2016–2021)

#### UX Team Manager & UX Designer – Mercedes-Benz UX In-vehicle Infotainment System, Luxoft (2018–2021)

- Produced detailed UX specification and managed a team of 3 UX designers to deliver end-to-end user experiences for Radio, Media, and Multi-Seat Entertainment features **in millions of S Class vehicles** globally.

#### UX Designer – Various projects, Luxoft (2017–2018)

- Designed user experiences for pharma, business, and workspace tools; delivered high-fidelity responsive mockups; led in-person usability testing sessions.

#### Design Team Manager – Fresh Digital Group (2016, New York City)

- Managed team of 4 designers in a voice interaction & digital design studio, ensuring successful project delivery.

## LEADERSHIP & MENTORSHIP

### Career Mentor – Star (2025–present)

- Mentor 5 senior designers through OKR planning, progress tracking, and structured career development.

### Presales & Strategic Initiatives – Star (2023–present)

- Contributed to internal AI initiatives across the org: forming a cross-functional task force, co-driving ideation sessions, and developing UX concepts for pitches. Supported case studies, pitch decks, and design resourcing.
- Shaped early product vision for presales efforts—partnering with solution architects to win RFPs through clickable prototypes and client workshops.

### Community Ambassador & Mentor – Projector Institute (2023–present)

- Mentor junior designers in 1:1 sessions where we talk about AI products, design processes and user research.
- Organize community events.

## EDUCATION & CERTIFICATIONS

- Design Patterns for AI Interfaces | Projector Creative & Tech Online Institute
- Requirements Development & Management, Art of Negotiation | Luxoft
- UI/UX Design | Dio-Soft
- UXD4MOBILE | Star
- Master's Degree in Art History and Theory | Academy of Fine Arts and Architecture