

# Irina Nalivaiko

Senior Product Designer

## Contacts

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## Summary

**Product Designer and Design Manager with 7 years experience** of driving impactful design solutions across industries. My expertise covers the **entire design process**, from **empathizing** with users to solution **validation** through usability testing. I've worked on a wide range of projects, including **B2B SaaS products, large enterprise software, in-car infotainment systems, and mobile apps**. Notably, my work has impacted global brands such as Bayer, Pfizer, Unilever, Audi, and Mercedes-Benz. I am passionate about aligning **product vision** with **user needs** and **business goals**, while fostering **collaborative environments**.

## Experience

### Senior Product Designer – WPP Open Platform, Star

*February 2023 – Present*

Shaped product vision for the developer experience and data catalog of the world's largest advertising company's enterprise platform.

- Leveraged a clickable prototype to visualize a compelling future vision of the product.
- Orchestrated stakeholder discussions in interactive workshops, leading to team alignment.

### Senior Product Designer – Scoutbee Supplier Discovery Suite, Star

*June 2022 – February 2023*

Leveraged user research data from running continuous product discovery to redesign the search experience, resulting in improved user satisfaction.

- Involved product managers, engineers, researchers, data and customer success teams in co-creation workshops, resulting in a shared understanding of the problem and solution space.
- Ran user research sessions for multiple products throughout the design process: from initial product discovery and to validating solutions.

### Product Design Manager – Design System for Supplier Discovery Suite, Star

*November 2021 – June 2022*

Led a 4-member cross-functional team (design, development) to build an easy-to-scale design system.

- Conducted research with designers, developers, and stakeholders to inform the goals and scope.
- Managed the roadmap and stakeholder communication, achieving alignment on expectations.
- Coordinated with the product team toward a successful MVP launch ahead of schedule.
- Collaborated with marketing teams on branding and positioning resulting in a unique visual direction.

### UX Designer – Customer Platform for a Digital Services provider, Star

*July 2021 – October 2021*

- Shaped the product vision of an innovative user-centric customer platform based on user research data.

- Achieved stakeholder alignment on goals and strategy by creating wireframes and an interactive clickable prototype showcasing the UX concept.

### **UX Team Manager – MBUX In-vehicle Infotainment System, Luxoft**

2019–2021

- Managed a team of 3 UX designers to deliver UX concepts for the Entertainment module.
- Coordinated efforts with 5 teams: UX, UI, translation, engineering and implementation.

### **UX Designer – MBUX In-vehicle Infotainment System, Luxoft**

2018–2019

- Created technical UX Concepts, UX specification and documentation i.e. wireframes, user flowcharts.
- Specified states, conditions, transitions, screen formats, safety restrictions for the Entertainment module (Radio, Media, Sound Settings, Multi-Seat Sharing Experience).

### **UX Designer – Partnering Platform for Global Life Science Sector, Luxoft**

2017–2018

- Crafted the user experience and ran 10 in-person on-site usability testing sessions for a platform that enables biopharma professionals to identify and meet potential business partners at conferences.

### **UX Designer – Digital Workplace, Luxoft**

2017

- Produced high-fidelity responsive design mockups, based on user flows for various user personas.
- Developed a comprehensive UI Kit, establishing design consistency across diverse platforms.

### **UX Designer – Business Performance Monitoring Software, Luxoft**

2017

- Improved the product's usability and accessibility by crafting a mobile-friendly experience, ensuring broader user engagement.

### **Design Team Manager – Fresh Digital Group**

2016–2017, New York City

- Coordinated a team of 4 designers in a voice interaction and digital design studio.
- Allocated resources, briefed the team on projects, ensured successful and timely project delivery.

### **UX Designer – City Love Cityguide App**

2016

- Conceptualized and crafted an innovative city guide app concept.
- Ran the entire design process: competitor analysis, user journeys, personas, pixel-perfect UI design.

### **English for Designers Mentor – Projector School of Design & Development**

2015–2021

- Mentored 13 groups of designers.
- Crafted an educational program that covered composition, color, typography, graphic design trends and history, UI/UX guidelines.

## **Art Director – Panorama Magazine (Ukraine International Airlines)**

2011–2014

- Led a team of editors, photographers and illustrators to produce 45 monthly magazines of Panorama Magazine, the in-flight magazine for Ukraine International Airlines.

## **Design Intern – Tribal DDB**

2011

- Collaborated with senior designers, producing social media marketing visuals and UI/UX designs.

## **Skills**

### **Hard Skills**

Design thinking, Stakeholder interviews, Requirements gathering, Competitor analysis, User research, User interviews, Personas, User stories, Research report, Information Architecture, User journey mapping, Service Blueprint, UX Concept, Wireframing, User flow, Prototyping, Specification, Usability testing, User Testing Report, Style Guides, UI Kits, Design Systems, Visual mockups, Documentation, Interaction design, Visual design, UX design, HMI design

### **Soft Skills**

Effective communication, collaboration and teamwork skills, Presentation and public speaking skills, Customer focus, Facilitation, Strategic planning, Process management, Roadmaps, Prioritization, Facilitating workshops

### **Tools**

Figma, Miro, Notion, Atlassian Confluence, JIRA, Photoshop, Illustrator, InDesign, Sketch

## **Education**

### **Requirements Development and Management, Art of Negotiation**

*Luxoft, 2017*

### **UXD4MOBILE**

*Star (fka Cogniance), 2016*

### **UI/UX Design**

*Dio-Soft, 2015*

### **Master's Degree in Art History and Theory**

*Academy of Fine Arts and Architecture, Kyiv Ukraine, 2011*