

Irina Nalivaiko

Lead Product Designer with 10 years of experience, including the past 3 years building 0-to-1 products with 150K+ monthly active users. Combine systems-level thinking with hands-on execution, currently focused on shaping ambiguous AI problems into scalable and intuitive solutions. Work effectively across product, engineering and business, consistently driving alignment in complex, high-stakes environments. Deeply committed to mentoring designers and growing the tech community.

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EXPERIENCE

Lead Product Designer – Star (Mar 2026 – present)

- Line-manage 5 senior designers, driving their growth through structured career development and OKRs.
- Build internal design tooling.
- Represent the design practice externally through industry webinars and client engagements.

Senior Product Designer – Star (Jul 2021 – Feb 2026)

Creative Studio AI Agent Builder – WPP, Global Advertising & Marketing Holding Company (2024–2026)

- Designed and shipped end-to-end AI Agent Builder, enabling 48K+ monthly active users to build 50K+ custom AI agents in 6 months on the platform of the world's largest marketing company.

AI Assistant – WPP (2024)

- End-to-end design for a centralized AI Assistant, consolidating fragmented AI tools and services, expanding the user base to 150K+ global enterprise users.

Developer Hub & Data Catalog – WPP (2024)

- Owned 0-to-1 product design for a Developer Hub and Data Catalog, standardizing product development and data access for 150K+ users across the organization.

Supplier Discovery Suite – Scoutbee, B2B Procurement SaaS Company (2022)

- 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 – Scoutbee (2022)

- Managed a cross-functional team (4 designers + 1 engineer) to build a scalable design system.
- Delivered the design system 4 weeks ahead of schedule, enabling the product team to launch the MVP early.

Customer Platform – Pulsant, Digital Services Provider (2021)

- 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 Infotainment System, Luxoft (2018–2021)

- Produced detailed UX specifications 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 a 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 covering 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