

# 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 – Enterprise Platform AI Assistant, Star

January 2024 – Present

Led the design efforts to integrate multiple AI tools, services, and capabilities into a centralized AI Assistant for the world's largest advertising company's enterprise platform

- Conducted user and expert interviews to understand user needs and validate use cases, resulting in comprehensive user journey maps that guided the design and development of the AI Assistant.
- Collaborated closely with cross-functional teams to align roadmaps and integrate existing AI solutions into the new central AI Assistant, ensuring consistent user experience.
- Adapted traditional user-centered design frameworks to accommodate the complexities of AI-driven products, emphasizing data availability, AI capabilities, and user feedback.

### Senior Product Designer – Enterprise Platform Developer Hub & Data Catalog, Star

February 2023 – December 2023

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 – 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, 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