

Irina Nalivaiko

Senior Product Designer

Contacts

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Summary

Senior Product Designer & Design Manager with 9 years of experience specializing in B2B SaaS, enterprise platforms, and AI products. Worked with global brands like Unilever, Bayer, Pfizer, Audi, and Mercedes-Benz, transforming complex systems into intuitive, scalable and user-centric solutions, while driving alignment across teams and stakeholders. Recently focused on designing AI products that integrate into daily workflows of enterprise users in the marketing space.

Experience

Senior Product Designer – AI Products Suite, Star

August 2024 – present

Designed GenAI products (AI chats, agent builders, generative artifacts, artifact builders, and self-evaluating systems) for the enterprise platform of the world's largest multinational advertising & marketing company, enabling 48K+ monthly active users to integrate AI into daily workflows.

- Led end-to-end design across strategy, research, and execution in close collaboration with product and engineering.

Senior Product Designer – Enterprise Platform AI Assistant, Star

January 2024 – July 2024

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.

- Proactively solicited stakeholder involvement through interactive workshops, interviews, ideation and testing sessions.
- Leveraged a clickable prototype to visualize a compelling future vision, resulting in team alignment on key project objectives and priorities, accelerating decision-making process.

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 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 – Luxoft

2017–2018

Crafted the user experience for various products, such as a pharma networking platform, a business monitor tool and a digital workspace.

- 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.
- 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.
- Enhanced product usability by creating a mobile-friendly experience, ensuring broader user adoption and 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

- 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

Designing AI products, UX design, Design thinking, Stakeholder interviews, Requirements gathering, Competitor analysis, User research, User interviews, Personas, User stories, Information Architecture, User journey mapping, Service Blueprint, UX Concept, Wireframing, User flow, Prototyping, UI design, Specification, Usability testing, Design Systems, Style Guides, UI Kits, Documentation, Interaction 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

Middle school International School of Prague, 1998-2001