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 growing the tech community. www.irinanalivaiko.com | irina.nalivaiko@gmail.com | linkedin.com/in/irinanalivaiko

EXPERIENCE

Lead Product Designer | Star | Mar 2026 – present

Patient Care Web Platform – *B. Braun, Medical Technology Company, 2026*

- AI-first design process: Accelerated UX exploration, evaluation, and delivery using AI agents (Claude Code, GitHub Copilot), turning designs into functional prototypes, testing real interactions, refining experiences directly in code.

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*
- Line-manage and mentor 5 senior designers through career development, OKRs and feedback.

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.
- Represent the design practice in client engagements and company webinars.
- Built a resource management tool for design teams staffing.

Community Ambassador & Mentor – *Projector Institute, 2023–present*
- Mentor junior designers in 1:1 sessions covering AI, design processes, and user research.
- Organize local tech 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*