

Irina Nalivaiko

Lead Product Designer with 10 years of experience, including the past 3 years leading 0-to-1 AI 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 junior designers and growing the design community.

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Experience

Lead Product Designer – Star (Mar 2026 – present)

Line managing 5 senior designers and driving their growth through structured career development and OKRs. Building internal design tooling, managing cross-functional escalations, and representing the design practice externally through industry webinars and client engagements.

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

Creative Studio Agent Builder – WPP, Global Advertising & Marketing Company (2024–present)

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 world's largest marketing company's platform.

AI Assistant – WPP, Global Advertising & Marketing Holding Company (2024)

End-to-end design for a centralized AI Assistant, consolidating fragmented AI tools and services, increasing tool adoption to 150K+ global enterprise users.

Developer Hub & Data Catalog – WPP, Global Advertising & Marketing Holding Company (2024)

0-1 product design for dev hub & data catalog which standardized 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, B2B Procurement SaaS Company (2022)

- Managed a cross-functional team (4 designers + 1 developer) to build a scalable design system, delivered 4 weeks ahead of schedule, enabling the product team to launch 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 specification 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 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 where we talk about 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