

Design leader with 16+ years of experience building teams, shipping products, and connecting design work to business outcomes. I specialise in bringing structure to fast-moving environments, establishing design operations, scaling teams from scratch, and creating the conditions where designers do their best work. My background spans fintech, enterprise SaaS, and AI products, with hands-on experience leading distributed remote teams.

Areas of Expertise

Design Strategy & Vision | Organizational Leadership & Team Scaling | Hiring, Performance Management & Org Design | Design Career Frameworks & Talent Development | Design Operations & Process Optimization | Executive Reporting & Stakeholder Alignment | Pre-Sales & Enterprise Client Engagement | AI-Native Product Design (Copilot, Agents) | B2B SaaS & Enterprise Product Design | Design Culture Building & Team Rituals | Metrics Ownership & KPI-Driven Optimization | Product-Led Growth (PLG) & Activation Design | Design Systems & UX Governance | Engineering Collaboration & Handoff Optimization | Cross-Functional Leadership & OKR Alignment | User Research & Insight Translation | Distributed Team Management | Accessibility Standards & Implementation

Key Achievements

- Drove a **37.2%** increase in user adoption and a **57%** improvement in feature usage at Workato through a PLG program spanning onboarding redesign, in-product walkthroughs, and recommendation systems. Reduced time to first automation from **one month to one week**.
- Built a 13-person design team from zero at Alty, establishing full design operations including a design system, research practice, and career framework within two years, winning the **RedDot Design Award** in the process.
- At Alty co-led pre-sales engagements with **Visa**, **Mastercard**, and **McKinsey** where design quality was explicitly cited as a reason for winning projects, directly linking design leadership to business development outcomes.
- Reduced engineering handoff overhead by **67%** at Alty by introducing a structured handoff system of state-coverage checklists and design annotations, cutting designer support time from 48 to 16 hours per month.

Experience

Workato · Design Director · (Sep 2021 - Sep 2024)

Workato is a leading enterprise integration and workflow automation platform (Series E, ~\$5.7B valuation).

- Led design across the full product surface at Workato, including the core recipe builder, AI features, community library, onboarding flows, in-product walkthroughs, and recommendation systems.
- Redesigned the product documentation website and product hub, extending PLG principles beyond the core product to support self-serve discovery and user activation.
- Presented design strategy and work directly to CEO, CTO, and executive leadership, defending design decisions with data and rationale and successfully protecting vision through roadmap trade-offs.
- Ran stakeholder sessions connecting design improvements to measurable business impact, building the case for design investment across product areas.
- Designed and shipped AI-native product features, including a Copilot assistant, an intelligent knowledge tool (Sidekick/AssistIQ), and Genies, an autonomous AI agent system.
- Managed a distributed globally remote design team improving delivery predictability and raising quality standards.
- Established structured design operations: intake processes, cross-functional workflows, and clear prioritization frameworks aligned to business OKRs.
- Expanded the Workato design system by introducing new patterns and broadening component coverage.
- Co-created a design career framework with People Ops and HR; ran formal performance reviews and built individual growth plans for every designer on the team.
- Hired 6 designers in partnership with VP of Design, defining role requirements and leading candidate evaluation; managed underperformance and team restructuring through periods of growth and hiring freezes.
- Partnered with a dedicated UX Research team to commission and incorporate research findings into design decisions across product streams.

Alty · Head of Design · (Oct 2019 - Sep 2021)

Alty is a fintech product studio building banking and investment applications.

- Inherited a design function with no processes, no design system, and no cross-functional relationships; built it into a structured 13-person team with full design operations within two years.
- Held full hiring authority, sourcing, evaluating, and making final decisions on design hires; managed underperformance and restructured team composition as the product portfolio evolved.
- Created a design leveling and career framework from scratch; promoted 4+ designers across levels and ran structured 1:1s and performance reviews.
- Co-led pre-sales meetings and client workshops alongside PMs and account managers; design quality was explicitly cited by clients as a reason for awarding projects, directly contributing to business development.
- Delivered projects for Visa, Mastercard, and McKinsey, managing client relationships and design expectations.
- Built a modular design system architected, enabling the team to onboard new projects significantly faster.
- Introduced a handoff system of state-coverage checklists and design annotations that reduced designer time spent supporting engineering queries from ~48 to ~16 hours per month.
- Established a research practice: hired a dedicated researcher, introduced tooling (Hotjar, Maze), and embedded research findings into project kickoffs across all product streams.
- Introduced design critique sessions, reviews, and work showcases, building a culture of craft and quality standards.
- Created and implemented accessibility standards and practices across all product work.
- Defined the design team strategy and introduced a structured awards submission process, resulting in the RedDot Design Award 2020 for the Halyk Travel Mobile App.

S-Pro · Lead Product Designer · (Feb 2019 - Oct 2019)

Enterprise software studio delivering B2B and SaaS solutions.

- Led a team of 6 designers across multiple concurrent B2B and enterprise client projects, managing workload distribution and maintaining quality standards under tight delivery timelines.
- Built design team processes from scratch, introducing structured workflows for project scoping, handoff, and client feedback that improved consistency across engagements.
- Worked directly with international and US-based clients, running stakeholder workshops, requirements discovery sessions, and presenting design decisions to non-design audiences.
- Defined product design strategy and user journey frameworks for SaaS and enterprise platforms.

Astound Digital · Lead UI Designer · (Apr 2017 – Dec 2018)

Global digital commerce agency serving enterprise retail clients.

- Managed a team of 17 UI designers across US and European time zones, standardizing processes, establishing shared component libraries, and maintaining output consistency at scale.
- Delivered scalable design systems for major e-commerce platforms serving US and European enterprise clients, enabling faster onboarding of new brand and market requirements.
- Worked directly with international client stakeholders, facilitating cross-functional workshops and aligning design decisions with business and commerce objectives.
- Introduced shared UI component libraries and documentation practices that reduced duplication across projects and improved team-wide design velocity.

Glorium Technologies · Senior Product Designer · (Feb 2015 – Apr 2017)

Global digital commerce agency serving enterprise retail clients.

- Led UX and interface design for Niko Health, a US-market Healthcare CRM platform.
- Conducted user research, interviews, and usability testing; translated complex workflows into intuitive solutions.
- Collaborated directly with US-based clients and product stakeholders.

Earlier career in graphic, web, and UX/UI design · (2007 - 2017)

Full history available at ivaliukh.com or on request.