Iryna Bykova

Product Design Director | Industrial Data Platforms   LinkedIn | Portfolio |

Product design director with 14+ years building products, leading cross-functional teams, and shipping solutions for industrial data platforms generating $2.5B+ in revenue. Proven track record using Claude-powered prototyping (Vue.js + TypeScript) to reduce time-to-market 50%, aligning distributed stakeholders, and delivering Knowledge Graph solutions for complex energy infrastructure. Expert in rapid prototyping, product strategy, ontology-driven systems (120+ industrial metrics, ArcadeDB), and translating technical complexity into business outcomes.

$2.5B+

Revenue Enabled Through Design

10+

Design Systems Delivered

14 Years

Design Leadership

Professional Experience

Director of UX Design, Platform & AI Products

(Current Role)

Context Labs BV | March 2024 – Present | Amsterdam, Netherlands | Cambridge, MA

Lead product strategy and Claude-powered rapid prototyping for three enterprise platforms serving energy, industrial, and environmental sectors. Responsible for product vision, cross-functional team coordination across distributed offices (Amsterdam/Cambridge), stakeholder alignment, and delivering products in 3-6 week cycles. Drive product development for OpenEPA emissions data platform, Context AI energy intelligence microservice, and Calculation Editor for industrial transparency.

→ **Built ontology-driven Knowledge Graph platform using Claude-powered prototyping** Shipped OpenEPA platform using Vue.js + TypeScript prototypes validated with 15+ researchers, led ontology design mapping 120+ industrial metrics to ArcadeDB graph database, and created data provenance patterns achieving 99.9% uptime serving 2,800+ facilities

→ **Shipped Context AI microservice generating $85M pipeline using rapid prototyping** Prototyped and validated AI-powered client onboarding flows with energy sector account executives, reducing prep time from 2+ hours to 5 minutes (95% efficiency gain). Product generated $85M in attributed pipeline through improved AE workflow efficiency

→ **Shipped production-ready prototypes using Claude reducing time-to-market 34%** Built Vue 3 + TypeScript prototypes interfacing with ArcadeDB ontology layer in 3-week cycles, enabling parallel engineering development and saving 3+ weeks per product cycle across 4 energy clients (Williams, EQT, Adnoc, Cheniere)

→ **Designed and shipped Calculation Editor microservice for industrial data transparency** Created product patterns for formula transparency, methodology documentation, and verifiable audit trails meeting academic publication standards. Pioneered new patterns for industrial data transparency establishing reproducibility-first principles

→ **Transformed product delivery from 100% missed deadlines to 12+ months perfect execution** Established product operations: clarified ownership (Product: what/why, Engineering: how), implemented weekly vision alignment, and built stakeholder trust through prototype validation. Escalations dropped from weekly to zero in 4 months

→ **Established Amsterdam product office culture across distributed teams** Transitioned organization from engineering-led to product-led development across 3 time zones. Built team rituals (weekly vision alignment, bi-weekly critiques, prototype-driven prioritization) increasing team satisfaction from 65% to 87%

→ **Shipped AI-powered support automation saving $270K annually** Built conversational patterns and escalation workflows achieving 85% automation rate resolving 1,200+ support issues while maintaining 87% user satisfaction. Demonstrated ROI through measurable business impact

> **Key Deliverables:** OpenEPA Platform (Pilot),Context AI Microservice (Live),Calculation Editor (In Development),Custom ontology with 120+ industrial metrics,ArcadeDB Knowledge Graph integration,EPA data ingestion pipeline with version tracking

Lead UX Designer, EdgeShare™ Platform

Context Labs BV | April 2023 – March 2024 | Amsterdam, Netherlands | Cambridge, MA

Led design operations and design team coordination for mission-critical enterprise platform supporting $494M in annual digital revenue serving 2,000+ enterprise users. Responsible for design systems governance, design-engineering collaboration, stakeholder design communication, and establishing predictable design delivery cadence. Transformed failing design program through design operations framework and scaled design system across 4 Context Labs platforms.

→ **Transformed failing design delivery from 100% missed deadlines to 12+ months perfect execution** Inherited weekly design escalations on $494M revenue platform. Established design operations framework clarifying design ownership, implementing monthly design review cadence, and building stakeholder trust through transparent design process and predictable delivery

→ **Eliminated design-related escalations from weekly to zero in 4 months** Established design operations rituals: weekly design roadmap reviews, bi-weekly stakeholder design presentations with visual progress tracking, and shared design success metrics creating unified understanding of design priorities and enabling stakeholder alignment

→ **Reduced engineering rework 60% by implementing design validation framework** Shifted from specification handoff to prototype-first collaboration using high-fidelity interactive prototypes to validate design decisions with stakeholders before engineering investment. Eliminated "lost in translation" cycles through shared visual design references

→ **Established design QA partnership reducing post-launch design changes** Partnered with QA to validate design scenarios and edge cases during design phase, not after development. Post-launch design hotfixes dropped from weekly emergencies to rare exceptions through proactive design validation and technical design review

→ **Designed and scaled design system across 4 Context Labs platforms** Implemented first mature design system for EdgeShare™, then scaled design language across all Context Labs products (DaaS™, CLEAR Path™, Immutably™). Design system reduced design-to-development handoff friction 40% through shared component library, design tokens, and documented interaction patterns

→ **Design operations transformation secured multi-year contract renewal** Client cited "night and day difference" in design quality and delivery consistency, requesting design leadership involvement in strategic product planning discussions. Demonstrated business impact of design leadership through measurable improvement in design delivery excellence

→ **Established design-led culture through cross-functional collaboration** Built design team collaboration rituals with engineering and QA promoting early design involvement in technical planning. Engineering began requesting design input 2+ weeks earlier in development cycles; QA evolved into strategic design validation partners

> **Impact Metrics:** 100% → 0% deadline miss rate,Weekly → Zero escalations,60% engineering rework reduction,12+ months perfect execution,$494M platform for enterprise client,Multi-year contract renewal

Head of UX Design

Wonderkind | July 2022 – April 2023 | Amsterdam, Netherlands

Led UX design vision and managed design team for talent attraction SaaS platform in competitive recruitment tech market. Responsible for design team operations, design system evolution, cross-functional design advocacy with marketing/sales/engineering, and balancing business constraints with user-centered design principles. Drove design strategy across 8 concurrent product initiatives including hierarchy optimization, lifecycle campaigns, SaaS evolution, and AI features.

→ **Led design strategy across 8 concurrent product initiatives** Created design decision framework enabling design team to navigate competing priorities (hierarchy optimization, lifecycle campaigns, SaaS evolution, AI features, dynamic ads, connectivity infrastructure) while maintaining design quality and user experience consistency across all workstreams

→ **Led design system consolidation unifying fragmented UI components** Unified inconsistent components across product touchpoints into cohesive design language. Established design system governance, component documentation, and design-development collaboration processes reducing design debt and improving cross-platform consistency

→ **Mentored design team (5 designers) on strategic design thinking** Developed team capability in user research methodologies, design prioritization frameworks (RICE, impact/effort), and navigating business constraints. Team evolved from executing design tasks to proactively identifying design opportunities and proposing user-centered solutions aligned with business goals

→ **Established user research practice and design measurement framework** Implemented A/B testing infrastructure for design decisions, conducted qualitative user interviews, and iterated design solutions based on behavioral data. Evidence-based design approach increased user conversion and satisfaction through validated design improvements

> **Focus Areas:** Hierarchy optimization,Lifecycle campaigns,SaaS model evolution,AI feature development,Dynamic ads,Mass connectivity infrastructure

Lead Product Designer

Wonderkind | July 2021 – July 2022 | Amsterdam, Netherlands

Responsible for establishing design system foundation, defining visual and interaction standards, and building design process from ground up. Collaborated with Customer Success to establish user feedback loops and served as embedded design partner to engineering team providing design direction and technical design specifications for SaaS platform development.

→ **Built comprehensive design system from zero for SaaS platform** Created complete component library, established visual design language (typography, color, spacing, iconography), and documented interaction patterns enabling scalable, consistent product development. Design system provided foundation for platform growth and design team expansion

→ **Led information architecture redesign through user research** Simplified navigation hierarchy through user flow analysis and card sorting research, implemented progressive disclosure patterns, and reorganized content structure. Improved task completion rates and reduced navigation-related support tickets 40%

→ **Established design research partnership with Customer Success** Created systematic feedback loop using support ticket analysis and direct user interviews to inform design priorities. Prioritized design improvements solving real user pain points over internally-driven features, increasing feature adoption and user satisfaction

→ **Served as embedded design partner accelerating development velocity** Provided real-time design decisions, technical design specifications, and component guidelines to engineering team. Eliminated design-development communication gaps through proactive design collaboration and detailed design documentation

→ **Defined visual design language creating cohesive platform identity** Established brand guidelines and functional design experiences across all platform touchpoints. Design system supported rapid feature development while maintaining visual and interaction consistency as platform expanded

> **Key Achievements:** Complete design system from ground up,New hierarchy and simplified flows,Clean design principles implemented,Customer Success collaboration on features,Brand guidelines evolution

Senior Product Designer, Industrial Data Platforms & Critical Infrastructure

GRTgaz Deutschland GmbH | November 2019 – July 2021 | Berlin, Germany

Led UX design strategy for major EU gas pipeline operator's operational analytics platforms. Designed real-time monitoring systems for industrial IoT infrastructure (100+ sensors/edge devices), data visualization for ESG compliance reporting, and mission-critical operational dashboards for control center operators managing gas distribution across Germany. Established foundation for ontology-driven industrial analytics and data provenance systems.

→ **Designed industrial IoT data platform for critical energy infrastructure** Created data visualization patterns integrating 100+ sensor inputs into real-time operational dashboards, designed ESG compliance data models for EU regulatory reporting, and established foundation for ontology-driven industrial analytics enabling mission-critical gas distribution decisions

→ **Pioneered data provenance and audit trail UX for regulatory compliance** Designed ESG compliance data visualization and reporting interfaces with full data lineage tracking, translating complex emissions data into regulatory-compliant report formats for EU environmental compliance with verifiable audit trails

→ **Architected real-time monitoring systems for industrial IoT at scale** Designed data ingestion and visualization patterns for 100+ edge devices and sensors across pipeline infrastructure, supporting 24/7 operations and rapid incident response with zero tolerance for interpretation errors in mission-critical energy distribution

> **Domain:** Energy infrastructure,ESG compliance,Industrial IoT,Real-time monitoring,Operational analytics,Carbon-neutral transition

Product

Product Leadership & Strategy

Product Roadmapping & Vision,Cross-Functional Team Leadership (15+ members),Stakeholder Alignment & Negotiation,Fast Delivery (3-6 week cycles),Revenue-Driven Prioritization,Operational Excellence

Technical

Claude-Powered Prototyping & Development

Claude-Assisted Rapid Prototyping,Vue.js/TypeScript Production Prototypes,GitHub Copilot Development,Prototype-First Validation,Technical Product Strategy,API Integration & Platform Architecture

Industrial Data Platform Expertise

Custom Ontology Design (120+ Industrial Metrics),Knowledge Graph Architecture (ArcadeDB),Graph Database Platforms,Data Provenance Systems,Industrial IoT & Digital Twins,Emissions Analytics & ESG Compliance

Tools & Technical Stack

Claude & GitHub Copilot,Vue.js/TypeScript,ArcadeDB (Knowledge Graph Platform),Figma (Rapid Prototyping),Jira/Confluence (Agile),Salesforce & Analytics Platforms

Designing and Building AI Products and Services

Massachusetts Institute of Technology (MIT)

Completed: 2025

Data Analytics or Strategic Management

Kyiv-Mohyla Business School

2016 – 2017

Master's Degree, Marketing

Lviv Academy of Commerce

2004 – 2009