

CAREER SUMMARY

As a product design lead with 8+ years of experience in B2B and B2C SaaS, I question the brief before pushing pixels. I worked on shaping intuitive, user-centred experiences for complex, data-driven products. At IBM (Databand), I lead UX strategy and platform integration for observability solutions, using AI tools to rapidly test hypotheses and iterate real ideas fast. I've defined UX strategies, moved design system, and conceptualised, designed, and shipped AI-native products end-to-end. My [portfolio](#) showcases strategic thinking, high-impact design leadership, and strong cross-functional collaboration.

FOCUSED STUDY PROGRAMS

UX/UI Design, Netcraft

UX/UI Design, Skillbox Academy

Graphic Design, Technological College of Bersheeva

EDUCATION

M.A., Technology and Innovation Management, National Chengchi University, Taiwan

B.A., Asian and African Studies (Greater China Region), Moscow State University, Russia

SOFTWARE

Figma · Claude Code · HTML/CSS · GitHub

SOFT & HARD SKILLS

User research · Competitive analysis · Journey mapping · Usability testing · AI-assisted prototyping · Rapid iteration · Design critique · Cross-functional collaboration · First-principles problem solving · Systems thinking

LANGUAGES

English, Russian - fluent

Chinese - advanced

Hebrew - basic

International language of common sense - native

NATASHA LUKASHEVA

Product Design Lead

PROFESSIONAL EXPERIENCE

IBM

PRODUCT DESIGN LEAD | 01.2023 – PRESENT

- Led UX strategy and post-acquisition integration into the broader IBM platform, questioning existing workflows to cut UX debt and simplify cross-team collaboration.
- Built AI-augmented rapid prototypes to test hypotheses fast, partnering with PMs and engineers to align UX with business and technical goals.
- Led AI feature improvement & IA simplification powered by AI.
- Planned and led design system migration for platform-wide consistency, and delivered post-acquisition PLG project end-to-end, along with other projects.

DATABAND

LEAD PRODUCT DESIGNER | 05.2022 – PRESENT

- Led UX design for a data observability SaaS product, ensuring cohesive experiences across complex enterprise workflows.
- Built a UX roadmap centred on a primary flow redesign that improved usability, and led design system creation for scalable consistency.
- Partnered with PMs on strategy and data, integrating user feedback and usability testing to align design with user and business needs.

WIX.COM

SENIOR USER EXPERIENCE DESIGNER | 03.2020 – 05.2022

- Contributed to Wix's CRM platform, Automations, conducting user research, usability testing, and developing prototypes to refine product design and user understanding.
- Advocated for design-centred changes and created cross-functional alignment by working closely with analysts, content writers, and developers, leading UX initiatives that enhanced product cohesion.

KRYON

USER EXPERIENCE DESIGNER | 2018 – 2020

Designed user-centred workflows and interfaces for B2B automation software, translating business goals into intuitive, high-usability features through close collaboration with product and engineering.

UPROCK DESIGN STUDIO

UX/UI DESIGNER | 2018

Designed user-friendly web interfaces and experiences.