Nadiia Steblivets

Principal Product Designer

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About

Principal Product Designer with 8 years in enterprise software, the last five at DataRobot, where I led design for its generative and agentic AI, from a blank page to the foundation of the Agentic AI platform. I think in systems, prototype in code, and work closely with engineers.

Experience

Product Designer → Senior → Principal Product Designer (from 2024)

DataRobot, Aug 2021 - Sep 2026

DataRobot is an enterprise AI platform for building, governing, and operating AI models and agents. Over five years I grew from Product Designer to Principal, and much of that growth came from a team that was curious, generous, and fun to build with. A few things I'm most proud of:

- Shaped the GenAI direction from day one. As the sole designer across two PM tracks, I led design for DataRobot's GenAI offering from zero to general availability in about a year (April 2024): the LLM Playground, RAG workflows, LLM comparison, and the path to production. It became a core client offering, its chat and sidebar patterns were adopted across the platform, and it became the foundation of the Agentic AI stream, where I went on to lead the early work restructuring the product around the Agent Development Lifecycle. Case study
- Set the long-term vision for Agent Assist. I defined and tested the long-term vision for Agent Assist, which shaped the team's roadmap.
- Grounded in research. I partnered with the UX Research lead on the Agent Assist vision and the ADLC architecture, shaping the research questions and working through synthesis together, and brought PMs and engineers into sessions.
- Prototyped in code to get real feedback. I built working HTML prototypes with Claude Code and Claude Design to explore multiple options for the tracing experience and the ADLC flow, in hours or days instead of weeks. People could click through each option on their own, which made feedback faster and more honest than static mockups. I tested them with users, internal stakeholders and engineers, so we ruled out unrealistic directions early.
- Shipped tracing for AI agents. I led tracing design from the first prototype to launch and ran the study end to end, testing a coded prototype with 23 technical practitioners. With no training on the product, all 23 found the root cause of an error. It shipped as one shared component for building and monitoring agents, and page visits grew 29% within a year. Case study
- Evolved the design system for a new platform. Across a system of ~50 components, I introduced tokens where there were none, added new light and dark themes on the existing core, and built new platform-wide patterns (navigation, the drawer, chat and the master–detail table) without breaking the classic platform. Adoption was enforced in code review. Also I kept it WCAG AA compliant. Through several rounds of external audits, during and after the work, I fixed issues at the token level, so every fix carried across the product. Case study

User Experience Designer

SoftServe, Nov 2018 - Aug 2021

Worked on diverse projects in a fast-paced outsource environment, delivering end-to-end design for enterprise platforms and demo solutions.

- Brought order to a fragmented enterprise product. Joined a billing and revenue management platform with no design system and inconsistent UX; defined its core patterns, aligned stakeholders, and led a visual refresh. The resulting design system was adopted by the product's design and engineering teams.
- Grounded a finance product in research. Led UX and visual design for a revenue forecasting platform, interviewing managers and finance specialists to shape how forecasts were built and read, so forecasting was faster and complex calculations were easier for financial experts.
- Mentored a junior designer through delivery, supporting their growth on the team.

Volunteer work:

- Took a volunteer eco platform from idea to design system. Joined GreenCity, a CSR initiative by SoftServe IT Academy students to help citizens adopt more sustainable habits, at the idea stage. Ran user interviews, personas, competitor analysis and card sorting, then designed hi-fi wireframes and a documented component library for the developers. Later mentored a volunteer designer in wireframing.

Skills

Core competencies: Product design, Design systems, User research, AI and agentic products

Tools: Figma, FigJam, Dovetail, Maze, Amplitude, Claude Code, Claude Design

Languages: Ukrainian (native), English (Professional working proficiency), working daily with US and EU teams since 2021

Mentorship & community: Design mentor at Projector mentorship platform

Courses & Certificates

Design Management
Projector Institute, Mar 2024 - Jun 2024

Genesis Product School
Genesis Academy, Jul 2023 - Sep 2023

UX Research
Projector Institute, Jan 2022 - Jul 2022

Education

Psychology, bachelor
Oles Honchar Dnipropetrovsk National University, Sep 2012 - Jun 2015

Management of organization, master
Oles Honchar Dnipropetrovsk National University, Sep 2006 - Jun 2011

Interests

Psychology and how people think, urban design and everyday objects, art, travel, running, reading, and time with my family and our dog.