

Nataliia Zasoba

Enterprise UX

AI / Agentic UX

Design Systems

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Designing data-heavy products by turning complex problems into **clear, scalable** user experience

SUMMARY

Senior Product Designer with 15+ years in enterprise software. I design AI and data-heavy products (process mining, task mining, agentic assistants) and contribute to the corporate design system. Since 2026 I also ship production front-end code in React and TypeScript via AI-assisted development. I influence product direction and UX decisions with Product, Engineering and cross-functional teams on complex enterprise workflows.

EXPERIENCE

Senior Product Designer | UiPath

2019 – present | AI, Process Mining, Task Mining, Design System · uipath.com

- **AI / Agentic UX:** Design and build UI for an AI desktop assistant whose agents operate user applications and process documents. Own the agent conversation experience and information architecture, and ship the changes in React and TypeScript.
- **Design engineering:** Ship production front-end changes in the shared chat UI of the same product (React, TypeScript, via AI-assisted development), turning design decisions into code: design tokens, component consistency, accessibility and behaviour-level tests.
- **Process Mining:** Led end-to-end design of the Business Logic Editor, a visual no-SQL editor (79% conversion in private preview with 36 customers). Also designed KPI thresholds, process deviations and conformance checking, AI-powered process insights dashboards, and the Data Manager.
- **Task Mining & Task Capture:** Led E2E product design across process discovery and documentation experiences, including FRE, RBAC, workflow visualization, Recorder, platform integration, and Workflow Editor.
- **Platform & Design System:** Designed the Data Grid / Table component and its guidelines, led the Apollo 2.0 Icon Library (37% fewer nonconforming icons), and contributed reusable filtering patterns.
- **Automation Hub:** Led idea-flow customisation from private preview to GA (flow editor, RBAC, pipeline views), integrations with Studio Web, Orchestrator and Task Mining, and Process Repository from concept to release.
- **Orchestrator:** Shaped information architecture, a dev-workspace concept, resource sharing and folder-based execution permissions.
- **Release quality:** UX sign-off on 15+ product releases across three products.

Patent: *Method and Apparatus for Visualizing a Process Map* · 2021

DESIGN SKILLS & FOCUS

- Enterprise UX
- AI / agentic UX
- UX Strategy
- Data & Analytics
- Data visualisation
- Information architecture
- Interaction design
- Design systems
- UX research and audits
- Prototyping

FRONT-END & TOOLS

- Accessibility
- AI-assisted development (Claude Code, Codex)
- Git / GitHub
- Design tokens and component consistency
- React and TypeScript (via AI-assisted development)

LEADERSHIP

- End-to-end ownership
- Cross-functional partnership
- Coaching and mentoring
- Early-stage product shaping
- Quality and delivery focus
- Systems thinking

Stepshot | Lead product designer, E2E

2018 – 2019 | Software development, B2C

StepShot - an IT documentation tool that automatically captured user workflows and transformed them into step-by-step process guides. The product grew to serve hundreds of users before being acquired by UiPath, where its technology became the foundation for UiPath Task Capture and contributed to the evolution of UiPath's task-mining capabilities, competing with Celonis and later with Microsoft.

- Shaped product direction from early growth through acquisition; led discovery, strategy and end-to-end design of the flow editor and Recorder.
- Partnered with users, CSM, Product, Engineering and Marketing to validate opportunities and turn them into product experiences.
- Following the acquisition, drove design direction for domain-related problems and guided 6 designers and engineers working in the space.

Netminds | Senior UX Designer

2017 – 2018 | Healthcare, software · netminds.dk/en

- **World Health Organization (WHO) – European Health Information Gateway** (gateway.euro.who.int/en): usability assessment and UX redesign of a large-scale health data platform, improving data visualisation, complex charts and legends supporting numerous countries and health indicators, as well as import/export user flows.
- **WHO – Data Warehouse**: redesigned the data warehouse web interface to improve usability and keep visual and UX consistency with the European Health Information Gateway.
- **WHO API builder tool**: redesign, improving its UX and overall interface.
- **Rockwool** (rockwool.com/group): led the UX redesign of a building-insulation calculation and selection tool, translating complex technical requirements into an intuitive product experience.

Won the competitive tender against other vendors and delivered the solution into production.

UX Designer | Analyticcloud limited

2016 – 2017 | HR platform

UI/UX Designer | Dreamware

2015 – 2016 | Software

Web and Graphic Designer | Bamboo Design Studio

2012 – 2015

Web Designer | HelloWebApps

2009 – 2011

DESIGN DNA

Clarity over complexity. I design solutions a non-expert can understand without reading documentation.

Questions and curiosity instead of assumptions. I learn domains quickly and challenge “obvious” requirements.

System approach. Taking into account relationships, dependencies, patterns and scalability.

Ownership over hand-offs. Structuring ambiguous problems, prioritisation, and driving them toward a solution.

Product success. When user expectations, business value and technical feasibility come together.

EDUCATION

Master degree in Mathematics & Computer Science
Ternopil National Pedagogical University · 2003–2008

LANGUAGES

Ukrainian: native
English: professional working proficiency