

Iryna Bykova

Product Manager | Industrial Data Platforms | Digital Twins | AI/ML Systems

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Product Manager specializing in new products and emerging markets, with 9 years transforming undefined opportunities into revenue-generating platforms. Built common vision across engineering, sales, and stakeholders while shipping MVPs through fast prototyping reducing time-to-market 34% and generating \$85M pipeline. Excel at entering nascent markets (industrial AI, EPA emissions data, energy intelligence), aligning cross-functional teams around shared outcomes, and iterating from prototype to production-ready systems in weeks.

\$85M

-34%

9 Years

Revenue Generated

Time-to-Market

Product Leadership

Professional Experience

Product Manager, Platform & AI

Current Role

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

Lead product development for three new products in emerging markets: OpenEPA emissions data platform, Context AI energy sector intelligence microservice, and Calculation Editor for custom formulas. Responsible for product strategy, roadmap, user research, fast prototyping, cross-functional alignment, and iterative delivery across Decarbonization-as-a-Service™, Immutably™, CLEAR Path™, and EdgeShare™ platforms.

- **Created new market category for public EPA data analytics** Identified unmet need (researchers manually downloading CSV files), aligned stakeholders on vision through user research with 15+ analysts, shipped OpenEPA MVP in 6 months serving 2,800+ facilities with 99.9% uptime and P95 latency under 2.5s
- **Generated \$85M pipeline in emerging energy intelligence market** Built common vision across sales and engineering for Context AI microservice by prototyping client onboarding flow in 2 weeks, validated with AEs, then reduced prep time from 2+ hours to 5 minutes (200+ hours/month saved)
- **Shipped production-ready prototype in 3 weeks through fast iteration** Built Context AI frontend with Vue 3 + TypeScript using mock services, unblocked parallel development for 4 energy clients (Williams, EQT, Adnoc, Cheniere), saved 3 weeks by validating UX before backend existed
- **Pioneered calculation transparency for academic reproducibility** Created shared vision with researchers for Calculation Editor microservice enabling custom emissions formulas with methodology documentation, establishing new standard for verifiable climate data analysis
- **Reduced time-to-market 50% through alignment on MVP scope** Transformed 12-week cycles to 6-week delivery by creating common understanding of "good enough" between engineering, design, and stakeholders; shipped iterative releases every 2 weeks with measurable validation gates
- **Aligned distributed teams across 3 time zones** Established Amsterdam R&D office culture transitioning from engineering-led to product-led through weekly vision alignment sessions, bi-weekly retros, and user-research-driven prioritization (87% team satisfaction up from 65%)
- **Automated operational workflows saving \$270K annually** Built business case alignment across leadership for AI-powered support automation, then delivered 85% automation rate resolving 1,200+ issues with maintained quality (87% user satisfaction)

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

Product Manager, EdgeShare™ (Promoted from Product Design Lead)

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

Owned EdgeShare Immutably platform product roadmap, stakeholder management, and delivery execution for enterprise client generating \$494M annual digital revenue. Responsible for translating business requirements into technical specifications, aligning engineering and design teams, fast prototyping with Claude, and establishing predictable release cadence.

- **Transformed 100% deadline failure to 12+ months perfect execution** Inherited weekly escalations and missed commitments on \$494M revenue platform. Built common vision across engineering, design, and client stakeholders by clarifying ownership (Product: what/why, Engineering: how, Design: experience), establishing predictable monthly cadence
- **Reduced escalations from weekly to zero in 4 months** Created alignment rituals: weekly roadmap reviews, bi-weekly stakeholder syncs with visible progress tracking, and shared success metrics. Client escalation rate dropped 100% as teams operated from unified understanding of priorities and tradeoffs
- **Cut engineering rework 60% through fast prototyping validation** Shifted from "specification handoff" to "prototype collaboration" model. Built Claude-powered prototypes in days, validated with stakeholders before engineering started, eliminated "lost in translation" rework cycles by creating shared visual reference
- **Shipped production-ready prototypes reducing QA cycles** Partnered with QA to build maintainable prototype architecture and custom testing frameworks. Post-launch hotfixes dropped from weekly emergencies to rare exceptions by validating technical feasibility and edge cases in prototype phase
- **Established design system creating platform consistency** Implemented first mature component library for EdgeShare™, then scaled across all Context Labs platforms (DaaS™, CLEAR Path™). Reduced design-to-development handoff friction 40% through shared vocabulary and reusable patterns
- **Secured multi-year contract renewal through operational transformation** Client cited "night and day difference" in delivery consistency and requested PM involvement in strategic planning. Transformation from chaotic execution to reliable partner increased contract value and expanded scope
- **Shifted team culture from reactive to proactive** Built psychological safety for early risk flagging through blameless retros and "no surprises" communication. Engineering began surfacing blockers 2+ weeks earlier; QA evolved from gatekeepers to strategic quality partners designing test scenarios upfront

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

PM UX

Wonderkind | July 2022 – April 2023 | Amsterdam, Netherlands

Led product vision and strategic initiatives for talent attraction platform in competitive recruitment tech market. Responsible for product roadmap, stakeholder alignment across marketing/sales/engineering, user research, and balancing business constraints with user needs. Drove initiatives across hierarchy optimization, lifecycle campaigns, SaaS evolution, AI feature development, and mass connectivity infrastructure.

- **Aligned stakeholders on product strategy across 8 complex initiatives** Navigated competing priorities (hierarchy, campaigns, SaaS model, AI, ads, connectivity) by creating shared decision framework. Rapid pattern recognition enabled alternative approaches when initial plans hit constraints, keeping all workstreams moving forward
- **Evolved fragmented design system into cohesive platform experience** Unified inconsistent components across product touchpoints, reducing design debt and establishing processes/tools for design team. Improved development handoff efficiency and user experience consistency
- **Built design team capability in product thinking** Mentored team on user-centric decision-making, prioritization frameworks (RICE, impact/effort), and navigating business constraints without compromising quality. Team began proactively identifying tradeoffs and proposing solutions
- **Drove product experience improvements through data and research** Established user research cadence and A/B testing infrastructure for core workflows. Iteratively refined critical paths based on behavioral data and qualitative feedback, increasing conversion and user satisfaction

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

UX Lead

Wonderkind | July 2021 – July 2022 | Amsterdam, Netherlands

Responsible for complete design system architecture, visual and functional standards, and end-to-end design process establishment. Collaborated with Customer Success on user-driven feature prioritization and served as embedded design partner to engineering team providing visual direction and technical design guidance.

- **Established design system foundation from zero** Inherited fragmented UI with no design standards. Built comprehensive component library, established visual consistency, and created functional design patterns enabling scalable product development across platform
- **Redesigned information architecture reducing cognitive load** Simplified navigation through user flow analysis, implemented clean design principles, and reorganized hierarchy. Improved task completion rates and reduced support tickets related to navigation confusion

- **Aligned feature development with user needs through CS partnership** Created feedback loop between Customer Success and Product using support ticket analysis and direct user interviews. Prioritized features solving real pain points over internally-driven ideas, increasing adoption and satisfaction
- **Accelerated engineering velocity as embedded design partner** Provided real-time design decisions and technical guidance to high-performing engineering team. Eliminated design-development back-and-forth through proactive visual direction and component specifications
- **Scaled brand guidelines across all platform touchpoints** Defined visual language and functional experiences creating cohesive product identity. System supported rapid feature development while maintaining 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

Product Design Lead

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

Responsible for product design strategy and execution 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 operational dashboards for control center operators managing critical energy distribution across Germany.

- **Designed operational analytics platforms for EU energy infrastructure** Created real-time monitoring dashboards enabling control center operators to make decisions on critical gas distribution. Unified data from 100+ sensors into actionable insights supporting operational safety and efficiency
- **Enabled ESG compliance reporting for carbon-neutral transition** Designed data visualization and reporting tools translating complex emissions data into regulatory-compliant reports. Reduced manual reporting effort and increased accuracy for EU environmental compliance initiatives
- **Built real-time monitoring systems for industrial IoT scale** Architected data ingestion and visualization for 100+ edge devices and sensors across pipeline infrastructure. System supported 24/7 operations and rapid incident response for critical energy distribution
- **Simplified operational complexity for control center operators** Redesigned pipeline management dashboards reducing cognitive load and supporting split-second decisions. Interface improvements decreased operator training time and increased situational awareness during incidents

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

Principal Product Designer

DECTA | July 2018 – October 2019 | London, UK

Led design team and end-to-end design process for mission-critical payment processing platform serving 2,000+ enterprise clients across 27 countries processing >1B transactions annually. Responsible for design strategy, team management (designers, architects, UX/visual specialists), cross-functional collaboration, and ensuring alignment with regulatory compliance requirements and client expectations.

- **Delivered design for >1B transactions across 27-country payment platform** Oversaw design execution for mission-critical fintech infrastructure processing enterprise payments with strict security, compliance, and uptime requirements. Zero design-related security incidents across platform serving 2,000+ clients
- **Built high-performing design team delivering on time and budget** Led cross-functional design team (UX specialists, visual designers, architects) through complex payment infrastructure projects. Established design processes enabling predictable delivery without compromising quality for mission-critical systems
- **Aligned design with regulatory compliance requirements** Collaborated with compliance officers, developers, and project managers translating complex financial regulations into intuitive interfaces. Design decisions supported audit readiness and regulatory approval across multiple jurisdictions
- **Maintained design quality across payment workflows at scale** Established design standards for transaction processing, monitoring dashboards, and fraud detection interfaces. Consistent patterns reduced cognitive load for enterprise clients managing high-volume payment operations

Scale: >1B transactions processed • 27 countries • 2,000+ enterprise clients • Mission-critical payment infrastructure • Regulatory compliance design

Senior Product Designer

Designed payment processing interfaces and led design team execution for enterprise fintech platform. Responsible for design quality assurance, consistency across deliverables, stakeholder collaboration, and ensuring alignment with company standards, client expectations, and financial regulatory requirements.

- **Designed compliant payment interfaces for enterprise fintech platform** Created transaction processing, reporting, and administrative interfaces meeting company standards, client expectations, and financial regulatory requirements across multiple jurisdictions
- **Delivered design projects on time and within budget** Led design team through predictable project execution for mission-critical payment infrastructure. Established processes ensuring quality without sacrificing velocity for enterprise client timelines
- **Aligned cross-functional stakeholders on design direction** Collaborated with project managers, backend developers, security teams, and enterprise clients translating technical constraints and business requirements into cohesive payment experiences
- **Established design consistency across payment platform touchpoints** Created unified patterns for transaction workflows, reporting dashboards, and administrative interfaces. Consistency reduced training time for enterprise clients and support burden

Leadership	Technical	Process	Tools
Product Leadership Product Strategy & Roadmapping • Cross-functional Team Coordination • Stakeholder Negotiation • Metrics-Based Prioritization • Executive Reporting	Technical Skills AI/ML Product Development • GitHub Copilot Ecosystem • Salesforce & Revenue Systems • Analytics & Metrics • API Integration	Methodologies User Research & Journey Mapping • Agile/Scrum (CSPO Certified) • Lean Product Development • Prototyping & Validation • OKR Planning	Tools & Platforms GitHub & GitHub Copilot Suite • Salesforce CRM • Google Analytics • Atlassian Suite (Jira, Confluence) • Figma & Design Systems

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