

Revital Hasenfratz

Product Design Leader | AI-Native & Agentic Experiences | Enterprise Platform Design

Cumming, GA | revitalha.jobs@gmail.com | [LinkedIn.com/in/revital-hasenfratz/](https://www.linkedin.com/in/revital-hasenfratz/) | [Raviolidesign.com](https://raviolidesign.com)

Product design leader with 20+ years of experience shaping enterprise platforms, consumer products, and complex end-to-end experiences. Over nearly four years at ServiceNow, I've led strategy and hands-on design for generative and agentic AI experiences adopted across products and business units. I guide cross-functional teams through loosely defined problem spaces, turning early ideas into scalable product experiences without losing sight of user needs or design craft. My background spans AI-native experiences, enterprise workflows, conversational UX, and commerce.

AREAS OF EXPERTISE

Product strategy & cross-product experience design • AI-native & agentic UX • Enterprise & consumer product design • End-to-end workflows • Interaction design & reusable patterns • Human-AI collaboration & supervision • Cross-functional leadership • Research & validation • Conversational UX & commerce • Design systems • Design enablement & mentorship • High-fidelity & AI-assisted prototyping • Figma

SELECTED IMPACT

- **Established interaction patterns for agentic AI**, spanning AI-assisted workflows and autonomous AI coworkers. Adopted by 8 business units within two release cycles.
- **Scaled a focused feature request into a reusable platform capability**. The Now Assist Context Menu is now used by approximately 400 customers across 36+ business units.
- **Created and led the AI Design Ambassador forum**, bringing together representatives from across ServiceNow's business units to surface emerging needs, shape shared AI patterns, and enable adoption across products.
- **Led design direction for a reusable AI summarization component** throughout its evolution, shaping how it supports records, documents, lists, and more. The component is used by more than 1,000 customers.
- **Led end-to-end experience design** for Maven Messenger, a conversational commerce marketplace that reached 10,000+ users and 1,500+ businesses.

EXPERIENCE

STAFF UX DESIGNER, PLATFORM AI | SERVICENOW

Oct 2022 - Sep 2026

- Led experience strategy for people managing operational work (Fulfillers) in AI Workflows, guiding a team of designers in shaping how users monitor AI work, understand progress and outcomes, review completed work, and intervene. Designed interactions for AI Specialists (autonomous AI coworkers) and extended the experience to managers as part of a broader cross-product effort.
- Recognized the broader platform opportunity behind an initial resolution-note generation request and developed the Now Assist Context Menu into a reusable, configurable component that brings contextual AI into the flow of work across ServiceNow, supporting writing assistance, contextual actions, and more. Its uses expanded across summary cards, resolution notes, comments, work notes, and experiences beyond the Fulfiller persona.

EXPERIENCE (CONTINUED)

- Set experience direction across foundational platform AI patterns, including AI-generated content labeling, open prompting, feedback, sources and disclaimers, and human oversight. Combined strategic guidance with hands-on design while working with teams applying those patterns across products.
- Used research to validate emerging AI interaction patterns, challenge assumptions, prioritize improvements, and guide design decisions across platform experiences.
- Partnered with designers, product managers, and engineers across product teams to navigate LLM limitations, address experience gaps, and develop practical design solutions that could scale across products.
- Enabled designers across business units to lead AI design within their teams by facilitating the AI Design Ambassador forum, providing guidance through office hours, and contributing to shared AI pattern documentation.
- Served as a design consultant to product teams adopting platform AI capabilities, helping them adapt shared patterns to their specific workflows and user needs.

PRODUCT DESIGNER TO PRINCIPAL UX DESIGNER | LIVEPERSON

Sep 2010 - Oct 2022

Progressed through five design roles over 12 years, expanding from individual product ownership to cross-product initiatives, design systems, team leadership, and new product development.

- Designed the first web version of LivePerson's agent workspace, which became part of the foundation for Conversation Cloud. Also shaped campaigns, analytics, and reporting, and the platform's first design system.
- Owned LivePerson's mobile initiatives, including native applications, the mobile SDK, and structured-content experiences across desktop and mobile.
- Led the UX transformation of an acquired automotive platform, adapting it to Conversation Cloud while preserving industry-specific workflows. Contributed to acquisition evaluation, led the design integration, and managed two designers.
- Led experience design and the design language for Maven Messenger, a conversational-commerce marketplace that reached 10,000+ users and 1,500+ businesses. Designed both consumer purchasing journeys and business-facing tools.
- Led UX for Maven WebChat, a conversational AI and live-chat product for Shopify-based small businesses. Defined core workflows, application architecture, and the design system across business web, native mobile, and consumer chat experiences.
- Mentored designers and helped junior UI practitioners develop stronger UX problem-solving skills while partnering closely with Product and Engineering from discovery through delivery.

EARLIER EXPERIENCE

Art Director | Relative Share

Jan 2010 - Aug 2010

Art Director | Zend Technologies

2002 - 2010

EDUCATION

BA Honours Graphic Design | Middlesex University