

SHIRA BARAZANI

Product Designer

CAREER SUMMARY

Hi, I'm Shira Barazani a Product Designer with a strong UX mindset, where user experience comes first - across mobile products and complex systems. I enjoy creating clear, intuitive experiences that help users feel confident and in control. I work closely with PMs and R&D, combining strong UX thinking with hands-on UI design to turn complex requirements into thoughtful, usable solutions.

I also use AI tools throughout my design process, including Claude, Claude Design, Figma Make, and Lovable, to explore ideas, iterate faster, and bring concepts to life.

CONTACT

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- [Shira Barazani / LinkedIn](#)

EDUCATION

- Diploma in UX/UI Design
Create
2022 - 2023
- Bachelor of B.F.A. in the Department of Fashion Design.
Bezalel Academy of Art and Design
2016 - 2020

SKILLS

- Figma
- Figma make
- B2B SaaS
- B2C
- Photoshop
- Illustrator
- Webflow
- Prototyping
- Design system
- Claude
- Lovable

WORK EXPERIENCE

- Product Designer**
Anyword
2025 - Present
 - Designed product features and flows for B2B SaaS, AI-powered products used by marketers.
 - Worked closely in English with the CEO, PM, and developers on core product flows and product decisions.
 - Designed data-driven product experiences, including scoring systems, benchmarks, content improvement workflows, and a Chrome extension.
 - Owned features end to end, from early concept to production-ready designs.
 - Built scalable design patterns and design system components in Figma across web product surfaces.
 - Leveraged AI tools such as Figma Make, Lovable, Claude, and ChatGPT throughout the design process to accelerate ideation, prototyping, and iteration.
- UX/UI Designer**
Walmart Global Tech
2024 - 2025
 - Conducted user research and usability testing to inform design decisions for B2C and B2E products, working closely with PM, R&D, QA, and developers in a global environment.
 - Designed mobile experiences and complex internal systems, delivering wireframes, prototypes, and high-fidelity UI in Figma.
 - Applied an existing design system to ensure visual consistency and scalable design across platforms.
- AI Data Specialist**
Walmart Global Tech
2022 - 2023
 - Operated internal AI tools and collaborated with R&D teams to support workflows, improve AI-driven editing systems, and identify usability gaps in a fast-paced retail tech environment.
 - Trained new team members and improved asset quality using Photoshop.