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Tirza Shatz | Senior Product Designer

AI Product Design • Product Discovery • UX Strategy • User Research • Interaction Design • Information Architecture • Design Systems • Enterprise SaaS • B2B Products • AI UX • Rapid Prototyping • Usability Testing • Figma • Cursor • v0 • Agile • Product management

Senior Product Designer | FGS Global (AI Labs Team) | 2025 - Present

As part of the AI Labs team, I design AI-powered enterprise features from discovery through implementation, collaborating closely with product managers and engineers in an autonomous cross-functional team.

Selected achievements

- Designed end-to-end AI product features, from user research and product discovery through high-fidelity design and implementation.
- Led the UX and interaction design for AI-powered analytics and reporting experiences that enable consultants to generate actionable insights from organizational knowledge.
- Introduced AI-native design workflows using Cursor and v0, enabling designers to prototype closer to the codebase and accelerate product validation.
- Helped establish a code-assisted design workflow where concepts are validated through functional prototypes before implementation.
- Designed onboarding experiences and feature adoption strategies to improve product adoption.
- Created interactive prototypes, conducted usability testing, and iterated solutions based on user feedback.
- Partnered closely with engineers to ensure high-quality implementation and design consistency.
- Contributed to roadmap discussions, feature prioritization, and cross-functional product decisions.

Co-Founder & Product Designer | Kreuzberg | 2025 - 2026

Co-founded an AI-powered developer platform, transforming a highly technical open-source project into a commercial product. Led product strategy and end-to-end product design while working closely with engineering to define the product vision, validate opportunities, and deliver an MVP.

Selected achievements

- Led product discovery, user research, and feature prioritization from concept to MVP.
- Translated complex AI infrastructure and document-processing workflows into intuitive product experiences.
- Designed the complete user experience, including user flows, information architecture, interaction design, and high-fidelity interfaces.
- Defined product requirements and collaborated closely with engineers throughout implementation.
- Helped shape the commercial strategy by balancing user needs, technical feasibility, and business goals.
- Validated concepts rapidly through interactive prototypes and AI-assisted design workflows.

Co-Founder & Product Designer | Book Holistic | 2024 - 2025

Co-founded a SaaS platform connecting holistic practitioners with clients, leading product design from concept to launch while shaping product strategy alongside business growth.

Selected achievements

- Conducted user research to identify market opportunities and validate product-market fit.
- Defined the MVP, prioritized features, and collaborated closely with developers throughout implementation.
- Designed the end-to-end product experience, from user flows and wireframes to polished user interfaces.
- Built the product's visual identity and branding, creating a consistent experience across all customer touchpoints.
- Wrote product specifications and refined features through continuous collaboration with engineering.
- Contributed to fundraising efforts and overall business strategy as a co-founder.

Product Designer | Plista Self-Service | 2022 – 2024

Led the redesign of a complex B2B self-service platform, improving usability, accessibility, and overall product consistency.

Selected achievements

- Redesigned key workflows across the platform to simplify complex user journeys.
- Conducted user research, usability testing, and accessibility reviews to identify opportunities for improvement.
- Built a scalable design system, including reusable components, interaction patterns, and documentation.
- Partnered closely with front-end engineers to ensure accurate implementation and design quality.
- Improved the platform's usability while supporting localization and accessibility initiatives.

Product Designer | Minded Kids | 2019 – 2021

Designed digital experiences for a mental health platform while contributing to branding, user research, and business strategy.

Selected achievements

- Led UX and web design initiatives across the product.
- Conducted user interviews and research to inform product and business decisions.
- Developed the company's visual identity and brand language.
- Designed marketing assets supporting customer acquisition and business growth.