

Shira Oliven Nachshoni
Product Designer | Visual problem solving

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Experience

Wix

UX Designer – Legends Team

May 2025 - Present • 1 yr

As an individual contributor, I designed experiences for an experimental AI-driven exploratory product defining future web experiences, focused on shaping conversational and interaction patterns.

UX Design Team Lead – CMS Team

May 2024 - May 2025 • 1 yr 1 mo

Led the UX design team within the CMS group, overseeing design quality, task prioritization, and cross-team collaboration, while remaining hands-on in product design. Led the UX design team within the CMS group, overseeing design quality, task prioritization, and cross-team collaboration, while remaining hands-on in product design.

UX Designer – CMS Team

Aug 2022 to May 2024 • 1 yr 10 mos

Designed product features for Wix's CMS, focusing on B2C content databases and their integration into the visual website editor.

Worked extensively with qualitative and quantitative user research, A/B testing, and technical constraints to create clear and efficient experiences.

Windward

Product designer

Jan 2018 - May 2022 • 4 yrs 5 mo

Led product design of B2B maritime risk analysis systems used by domain experts, enabling investigation flows from high-level risk overviews to deep analysis of vessels, companies, and specific maritime events.

Sole designer responsible for UX/UI, establishing and maintaining the design system, and close collaboration with product and engineering teams, conducting research and usability testing in a data-sensitive environment with limited user behavior visibility.

Brand designer, Windward

2017 - 2018 • 1 yr

Created various visuals to explain the complex world of maritime AI and designed different marketing materials for customers, and swag for the employees.

UI designer, Studio Resume – Nir Navot • Full-time

Aug 2015 - Dec 2017 • 2 yrs 5 mos

Designed dashboards and application demos for enterprise clients including Clal Insurance and Amdocs.

Led product design, worked directly with users to gather feedback, and defined visual styles aligned with complex business needs.

Computer application tutor, “Machshava Tova”

2014 • 1 yr

Teaching technologically-challenged people to use the internet and Microsoft Office tools taught me how these are perceived.

Youth groups facilitator, “Jewish Spirit”

2010 - 2013 • 3 yrs

National service: Youth counselor, Jaffa

2008 - 2010 • 2 yrs

Education**UX course, Create future school**

2021 • 6 mos

Bachelor's degree in visual communication, Bezalel

2011 - 2014 • 4 yr