

Anne Birzin

Senior Staff Product Designer

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SUMMARY

Senior staff product designer, 15+ years across enterprise software and developer tools. Currently the sole product IC designer at Cockroach Labs, leading design across managed cloud and distributed SQL experiences. Lately I've been working on AI and agentic surfaces. I've also rebuilt my design workflow around Claude Code and other AI tools. I prototype in code, ship alongside engineering, and like owning ambiguous problems start to finish.

EXPERIENCE

Cockroach Labs

7 years

Senior Staff Product Designer

Feb 2026 - Present

- Leading design across CockroachDB Cloud and self-hosted UI on AI surfaces, billing, and observability.
 - Designing Agent Roach for query diagnosis. Shipped a navigation redesign with global search.
 - Rebuilt the design system component library in Figma with Claude Code and the Figma MCP.
 - Designing directly in the DB console and SU dashboard production code with Claude Code.
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Senior Manager, Product Design

Feb 2025 - Feb 2026

- Managed 3 product designers across activation, security, disaster recovery, and cloud platform. Continued shipping IC design alongside, including the fault tolerance demo in CockroachDB Cloud.
 - Set up design review and critique rituals, and coached designers through the work they shipped.
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Senior Staff Product Designer

Jul 2021 - Feb 2025

- Owned design for free trial and billing in CockroachDB Cloud, working closely with PM and engineering through launch.
 - Set visual and interaction patterns for CockroachDB Cloud, and maintained design system components used across product teams.
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Staff Product Designer

May 2019 - Jul 2021

- Designed observability and SQL query performance tools for CockroachDB Cloud.
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Squarespace

8 months

Senior Product Designer

Sep 2018 - Apr 2019

- Led design for Squarespace Member Areas, bringing gated content, paid memberships, and subscriber management into the existing site builder.
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Percolate

5 years

Senior Product Designer

Apr 2015 - Jul 2018

- Led the redesign of Percolate's content planning tools and shipped new project management features for enterprise customers.

Product Designer

Aug 2013 - Apr 2015

- Designed and shipped Percolate's original campaign planning suite, including the marketing calendar and brief builder. Both became core to the enterprise CMP.

Scripps Networks Interactive (CityEats)

2 years

Product Designer

Aug 2011 - Aug 2013

- Designed CityEats' table management and reservation booking system across web and mobile.

Design agency work

5 years

Visual Designer

2006 - 2011

- Visual design, typography, and layout across digital, print, and brand campaigns at Publicis, IridiumGroup, FourDesign, and Ogilvy CommonHealth.

EDUCATION**Virginia Tech**

2003 - 2007

BFA, Visual Communication Design. Blacksburg, VA.

SKILLS**DESIGN PRACTICE**

Product design from 0 to 1, enterprise workflows, developer experience, information architecture, interaction design, design systems, accessibility

AI AND AGENTIC UX

AI surfaces, agentic patterns, conversational UX, human in the loop workflows, trust and citation patterns, MCP, AI tooling for design

PROTOTYPING IN CODE

Prototyping in production code, working directly in product codebases, React and Tailwind prototypes, design handoff, partnering with engineering through launch

LEADERSHIP AND CRAFT

Setting design quality, running design review and critique, mentoring designers, framing ambiguous problems

RECENT TOOLS

Figma, Claude Code, React, TypeScript, Tailwind, Astro, Git, Playwright

WRITING

Building a new product design workflow

Apr 2026

Some aha moments using AI

Feb 2026