

Rezhwan Barawi

Senior UX/UI Designer · Design Leader · 10+ Years in Design

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PROFILE

Senior Product and UX/UI designer with 10+ years shipping digital products from research through pixel-perfect UI. Currently leading multi-surface design at Lezzoo. Previously Lead Product Designer at Backspace Systems, where I built the design function from scratch and shipped two B2B SaaS products.

EXPERIENCE

Lezzoo Erbil, Iraq

2025 – Present

Senior UX/UI Designer · Design Lead

- Lead product design across all Lezzoo surfaces, including consumer app, merchant portal, courier app and internal tools.
- Lead the in-house design team and partner with PMs, engineers and data on cross-functional product squads.
- Redesigned the new-user onboarding flow (+20% onboarding success). Shipped a referral system with a 2-week free-delivery offer (~25% growth in new users).
- Run regular user research and usability testing across multiple product areas, feeding insights into roadmap and design decisions.
- Own and evolve Lezzoo's design system, defining components and patterns used across all product surfaces.

Backspace Systems Ltd Iraq

2020 – 2025

Lead Product Designer

- Led product design end-to-end for **DineOS** and **PharmaOS**, full SaaS platforms for restaurant and pharmacy operations, plus customer-facing QR-menu experiences.
- Built the design function from scratch. Joined as solo designer, hired and mentored the team, and established design ops across both products.
- Designed for two distinct audiences. Operators running their business on DineOS and PharmaOS (B2B core), and end customers ordering via in-restaurant QR menus (B2C touchpoint). Onboarded 40+ restaurants and 10+ pharmacies across 4 cities.
- Designed and rolled out Backspace's first design system in Figma, used across DineOS, PharmaOS and the customer-facing QR menus.
- Ran regular user research with restaurant operators, pharmacy staff and end customers. Methods included interviews, on-site observation and usability testing.
- Partnered with founders, PMs and engineers on product strategy, influencing roadmap, feature scoping and go-to-market decisions through user research and design rationale.

Freelance Iraq / Remote

2015 – 2020

UX/UI & Brand Designer, Selected Engagements

Zameela · *E-commerce Platform, 2015 – 2017*. Designed end-to-end UX/UI for the e-commerce experience, covering product discovery, cart and checkout flows.

City Center · *Marketing Manager, 2020*. Owned the marketing budget across digital, OOH, retail and partnerships, and led multi-channel campaigns aligned to brand and commercial goals.

Moonline · *Branding Officer & Lead Designer, 2017 - 2019*. Led brand strategy and visual identity across logo, packaging, digital and retail, and built the brand style guide adopted across marketing, product and sales.

EDUCATION

Flatiron Design School UX/UI Design

American University of Iraq - Sulaymaniyah BSc Information Technology

SKILLS

Design Tools: Figma, Photoshop, Illustrator, InDesign

Research & Testing: User interviews, usability testing, A/B testing, multi-armed bandit experiments, journey mapping, competitive audits, surveys

Methodologies: Design Thinking, Lean UX, Design Sprints, Jobs-to-be-Done, Atomic Design, Agile/Scrum

Leadership & Strategy: Team building, hiring, design ops, OKR planning, product strategy, brand strategy, GTM

LANGUAGES

Kurdish (native) · English (fluent)

LINKS

Portfolio: [View portfolio on Notion](#)

LinkedIn: [linkedin.com/in/rezhwan-barawi](https://www.linkedin.com/in/rezhwan-barawi)