Lilach Cohen Shilo

Product Designer

Passionate product designer with a strong technical background, specializing in creating intuitive UX/UI solutions for complex systems. Skilled in user flows, prototyping, and improving usability to align user needs with business goals.
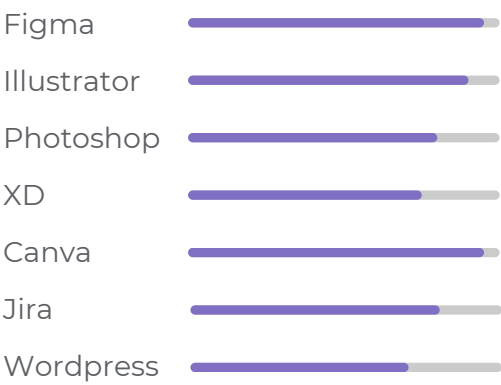
Contact

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- 📍 Holon, Israel

Education

Netcraft Academy
Product Manager
2022

Netcraft Academy
User Experience Design (UX/UI)
2019 - 2021

HIT | Holon Institute of Technology
Instructional Design - Bachelors degree
2007 - 2010

Technical Skills

- Figma
- Illustrator
- Photoshop
- XD
- Canva
- Jira
- Wordpress

Languages

Hebrew - Native
English - Fluent

Experience

Senior Product Designer

IDF (through Matrix) | May 2024 - Present

- Improving workflow efficiency and decision-making in platforms like Operational Chat, Cargo, Mirage, OASIS, Metro, and FLOW.
- Leading end-to-end UX/UI design, from user research and wireframing to prototyping and usability testing.
- Collaborating with product managers, developers, and operational teams to design scalable solutions for complex systems.
- Developing and maintaining design systems, ensuring consistency and optimized usability across devices.

UX/UI Designer & Product Manager

IDF | Jan 2022 - May 2024

- Led the UX/UI design and digital transformation of training applications, replacing manual processes.
- Created wireframes, prototypes, and user flows to improve usability and enhance the user experience.
- Collaborated with developers, product managers, and end users to align solutions with organizational needs.

UX/UI Designer

Freelancer | May 2021 - Dec 2022

- Created tailored UX/UI designs for diverse clients, improving product engagement.
- Delivered user-friendly interfaces and ensured high client satisfaction.
- Managed projects independently, meeting deadlines consistently.

Classification and military

Security classification - Top Secret

Sergeant - Service conditions commander