

Lilach Cohen Shilo

Product Design Lead | Product Strategy

Contact

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Education

2025 | Holon Institute of Technology
Startup Acceleration Program

2022 | Netcraft Academy
Product Manager

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

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

Skills

- Figma (Design Systems, Prototyping)
- Adobe Illustrator & Photoshop
- AI Tools for UX/UI design
- Jira & Trello (Agile workflows)
- User Research
- Leadership & strategic thinking
- Problem-solving & critical thinking
- User-centered mindset
- Collaboration & teamwork

Languages

Hebrew - Native
English - Fluent

Experience

Matrix (IDF Data Unit) | May 2024 - Present

• **Product Design Lead** (Mar 2025 - Present)

- **Team Leadership:** Leading the design team, overseeing workflows and professional standards
- **Product Strategy:** Defining design vision for operational systems, aligning user needs with business goals
- **Collaboration:** Partnering with Product Managers and Engineers to drive efficient product delivery

• **Senior Product Designer** (May 2024 - Mar 2025)

- **End-to-End Design:** Leading UX/UI for data-heavy platforms, from research to final hand-off
- **Complex Problem Solving:** Solving intricate UX challenges within strict technical and operational constraints
- **Hands-on Execution:** Designing diverse operational systems including Chat, Drive, Permissions Management, and Data platforms

Ness (IDF) | Jan 2022 - May 2024

UX/UI Designer & Product Manager

- **Product Management:** Defined vision, roadmap, and KPIs for a digital platform, bridging the gap between stakeholders and engineering
- **UX/UI Design Leadership:** Led the UX/UI design of training applications, turning manual workflows into intuitive digital experiences

Stealth Startup (EdTech) | May 2021 - Dec 2022

UX/UI Designer (Freelance)

- **MVP Design:** Designed the user interface and experience for an early-stage EdTech platform, translating initial concepts into functional design drafts.
- **Business & Strategy:** Aligned design decisions with business goals (KPIs) to drive user engagement and retention in a competitive market.

Classification and military

Security classification - Top Secret
Sergeant - Service conditions commander