

Lilach Cohen Shilo

Product Design Lead | Product Strategy

Contact

- 052-6442949
- Lilachchn@gmail.com
- www.lilachdesign.com
- [linkedin/lilachchn](https://www.linkedin.com/in/lilachchn)
- Holon, Israel

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