



Shila Malul Perez

Senior Product Designer & UX Specialist

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SUMMARY: Innovative Senior Product Designer with 8+ years of expertise crafting exceptional UX/UI experiences and driving product development. Known for transforming complex challenges into elegant, intuitive solutions that seamlessly bridge the gap between people and technology. A strategic design thinker who delivers user-centric products that align with business objectives, resulting in enhanced engagement and measurable ROI.

START UP EXPERIENCE

Tamnoon, UX/UI Lead Product Marketing & Designer

2019–2021 and 2023–Present

Led product strategy from inception through Series B for cybersecurity startup achieving \$12MM valuation. Drove end-to-end product development from concept to market-ready solution, overseeing design strategy and execution.

Leadership & Strategy:

- Led end-to-end product strategy and design initiatives for Cloud Security and SaaS startups, delivering comprehensive solutions from concept to market launch while driving measurable client engagement.
- Spearheaded cross-channel marketing initiatives through strategic design leadership, achieving 46% customer growth through enhanced product visibility and pioneering AI agent development
- Orchestrated global cross-functional collaboration between design and development teams, implementing automated workflows to optimize stakeholder engagement across time zones

Design Innovation & Implementation:

- Architected critical customer dashboard design, optimizing user journeys and operational efficiency while managing design team resources
- Innovated quality control processes through design and implementation of Chrome extension, creating an intuitive testing environment that prevented production misconfigurations
- Established and implemented comprehensive design systems, including wireframes, prototypes, and usability testing protocols to optimize user experience and development workflows

Cross-Functional Partnership & Results:

- Delivered transformative solutions for software engineering clients through user-centric design principles, elevating both experience and product performance
- Established product market fit through strategic research and MVP development, resulting in successful product launches and enhanced operational efficiency
- Led strategic partnerships between engineering teams and stakeholders to refine product interactions, driving improved user engagement and streamlined development cycles

CRIYA, Lead Product Designer

2022 – 2023

Founding Designer at Forbes-recognized startup; transformed concept into scalable platform for SMBs and product managers

- Architected and delivered end-to-end CRM platform development, creating dual-interface solution combining customer-facing storefronts with robust seller management capabilities
- Redesigned website and established brand identity, incorporating e-commerce, inventory management, and SSO functionality
- Executed strategic pivot to product manager segment through user research and market analysis
- Created scalable design system doubling team efficiency, from UI elements to complex components

MyMilk, UX/UI Consultant

2017

Israel-based company previously focused on European clients, with expansions into the U.S. market with a biotech wellness device that measures nutrients in breast milk and delivers real-time insights.

- UX/UI Consultant for the web platform to enhance engagement and refine data visualization.
- Supported company repositioning for U.S. market entry, reimagining the website, visual identity, and sales strategy for a new regional demographic.
- Translated complex data science findings into clear, marketable content to drive consumer understanding and adoption.
- Developed a visual model illustrating the impact of breast milk composition on infant growth and development.

Golf & Co, Designer and Assistant Buyer

2010–2013

Largest fashion, home, and lifestyle brand retail group in Israel with 350+ stores.

- Managed seven in-house brands as Assistant Buyer for Accessories, overseeing brand creation and operations
- Led global sourcing, product design, and supply chain management across Europe and Asia
- Promoted to Head Designer for Team Brand; drove franchise expansion resulting in 40 new stores nationwide

ENTREPRENEURIAL EXPERIENCE

Marks, Co-founder/Head of Product

2019 – 2020

Co-founded platform for travelers for curated crowd sourced experiences

- Defined MVP requirements, product strategy, and success metrics. Travel app, strategy, GTM, appealed to investors, prototype, KPIs,

SHILA, Founder & Creative Director

2013 – 2017

- *Founder and Designer of a high-end fashion brand specializing in evening and bridal wear at attainable price points to reach broader market segments.*
- *Expanded the collection into casual wear and a mom/toddler line, increasing customer base and driving profitability through local boutique consignment partnerships.*
- *Led product development, marketing, & operations, ensuring alignment between creative direction and profitability*
- *Conducted trend research and customer segmentation to inform product strategy and market positioning.*

EDUCATION

BDe in Fashion Design + BA in Education, 2010, The NB Haifa School of Design – Wizo Academy

RECOGNITION & CERTIFICATIONS

- Award Winner, Design for Good Hackathon, 2021, Recognized for innovative design solutions supporting women in tech.
 - UX Design (2017), Online Marketing (2014), Biz Entrepreneurship (2013)
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TECHNICAL SKILLS:

Figma, Axure RP, Miro, Notion, Asana, Jira, Trello, InVision, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Slack

DESIGN SKILLS:

Prototype, Interaction design, Problem-solving, Agile Methodologies, User Engagement, User Research, Visual Design, Information Architecture, Responsive Design, Low to high Wireframing Branding

LANGUAGES: English, Hebrew fluent