

LIRON SCHILLER KOREN

Product Designer

EXPERIENCE

2021 - 2023

Product Designer | Freelance

- Provided clients with a targeted experience website design for their business.
- From branding to websites (marketing to e-commerce) and app interfaces, my main focus is user experience through design with conversions and clients' goals added to the equation.
- Created prototypes and detailed PRD's for developers and collaborated closely with marketers and other stakeholders.

2018 - 2019

Product Designer | Cpart

- Sketched and planned B2B and B2C systems based on multi-layered architectures involving external APIs.
- Design lead of the chatbot app for a global travel insurance company, widely used by travelers worldwide.
- Conducted UX research, interviews with customers, and usability testing to get the user's voices and convey those in the platform.
- Wide look and understanding of the business and the KPIs to shape the platform accordingly and make it more cohesive and aligned with the brand.

2017 - 2018

UX/UI Designer | O815 Studio - Security Interfaces

- Designed complex systems for several defense industries.
- Collaborated and worked cross-functionally with PMs, R&D teams, business and other designers.
- Gathered and evaluated information to create user flows, wireframes, and prototypes from initial ideation to pixel perfect designs.

2016 - 2017

UX/UI Designer | Playkers - Social Sports (Startup)

- Created dashboards for municipal smart courts' management.
- Reshaping UI: taking full responsibility for creating new style guide and design system.

EDUCATION

2017 - 2019

Master of Arts (M.A.) Design for Innovation and Entrepreneurship |

The College of Management Academic Studies

2016 - 2017

Diploma in User Experience Design | Create Future School

20011 - 2015

Bachelor of Design (B.Des.) Interior Design | The College of Management Academic Studies

- Summa Cum Laude (full scholarship)
- Participated in the President's Excellence Program.

CONTACT

+972 525 311162

schillerliron@gmail.com

 [Liron Schiller](#)

lironschiller.com

TOOLS & SKILLS

- Figma
- Adobe creative suite
- Sketch
- Axure
- Invision

LANGUAGES

Hebrew - Native

English - Fluent