

Shai Shiloni

SENIOR UX LEAD · PRODUCT DESIGN CONSULTANT

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🌐 shaishiloni.com



SKILLS

- Design & Strategy: UX Strategy & Leadership, System Design & Complex Flows, Design Systems, Cross-functional Collaboration, DesignOps.
- Research & Analytics: User Research, Discovery Methodologies, A/B Testing, Data-Driven Decision Making.
- Core Tools: Figma, Sketch, Principle, InVision, Adobe Creative Suite (Advanced Illustration & Graphic Design).
- AI & Product Generation: AI-Powered Workflows, Conversational & Generative AI UX, Cursor, Lovable.dev, Claude, Figma Make/AI, Prompt Engineering for UX.

EXPERIENCE

HEAD OF GRAPHIC DESIGN & DIGITAL PRODUCT DEPARTMENT - Tiltan

2026 – present

- Lead the department's academic and professional direction, modernizing the digital product curriculum to reflect how product teams work today.
- Integrate AI tools into design and prototyping studio work, and mentor the next generation of designers.
- Build partnerships between the college and industry, bringing real products and teams into the classroom.

CO-FOUNDER & CDO - Origin (theorigin.co.il)

2025 – present

- Co-founded a specialty coffee marketplace connecting customers with 8 local roasters; grew to 1,000+ subscribers.
- Designed the product end to end, from brand and design system to a 3-question taste quiz, checkout and subscriptions, and built it with AI-assisted workflows (Lovable, Claude).

UX LEAD DESIGNER - Pearson

2022 – 2026

- Led UX strategy and execution for global learning ecosystems, unifying 3 legacy systems into a cohesive framework serving over 5M active users worldwide.
- Led design of the Pearson+ AI Tutor (0-to-1 conversational UX) and the Channels mobile app, contributing to Study Prep reaching its \$10.9M annual revenue goal.
- Drove end-to-end product discovery for a major platform redesign, resulting in a 22% increase in user engagement and task-completion rates.
- Partnered with Product and Engineering on the roadmap, reducing time-to-market by 15% through improved handoff and discovery processes.
- Established cross-product navigation patterns and UX foundations, accelerating design team velocity by 30%; mentored a distributed team of designers.

SR. UX MANAGER - Shutterstock

2020 – 2022

- Managed and scaled a team of 5 web and mobile designers across 3 offices, establishing career growth frameworks; led the native app redesign (4.5★ App Store rating).
- Optimized mobile and web customer journeys, driving a 4.5% uplift in checkout conversion (millions in incremental revenue) and a 12% drop in cart abandonment.
- Built data-backed business cases for the C-suite, securing funding for 2 major multi-platform initiatives.
- Set new DesignOps standards that cut design-related front-end bugs by 40%.

PRINCIPAL DESIGNER - Shutterstock

2017 – 2020

- Led high-impact design initiatives across web, iOS and Android, impacting 10M+ annual customers.
- Ran research and A/B testing programs that validated new concepts, saving an estimated \$200K in engineering on unviable features.
- Launched a personalized creation feature with PMs and Marketing that became a top-3 holiday revenue driver.

SENIOR DESIGNER - Shutterstock/Photocchino

2012 – 2017

- Built and maintained the company's first comprehensive UI guidelines, accelerating front-end implementation across 3 product teams.
- Established design QA processes with engineering, ensuring 95%+ accuracy in final UI implementation.