

Lilach Spivak

A product-driven UX Designer and Researcher. I'm an end-to-end designer with a strong focus on eliciting meaningful insights from user research and formulating design guidelines that lead to innovative solutions.

I'm passionate about the physical world and how to merge digital experiences into it.

M.A in HCI program from Reichman University (IDC Herzliya);

B.Des in Industrial Design from Bezalel Academy of Arts and Design.

Product Designer

Freelance

Oct 2018 - Present

I assist customers from their early-stage requirements all the way through their final UX/UI design, currently focusing on healthcare hardware products.

In the UX phase, I design and conduct qualitative and quantitative user research, to produce actionable insights to be applied into new user experiences. Moving forward to UI, I define the design principles, create wireframes and build the design system for the end product.

Design T.A

Reichman University

Oct 2020 - Present

As T.A, I work in a team to teach a 3D design and prototyping course to M.A students in HCI studies. I also mentored and provided students with extra personal and group support on design concepts and design software

Design Researcher

Tel Aviv Museum of Art

Jul 2018 - Mar 2019

As research assistant to the exhibit curator, I led the research of projects and initiatives addressing climate change. I contributed to creating the exhibition's thematic concept, which was the first of its kind in the world to showcase how cities can be used as tools for change.

**Exhibition: "Solar Guerrilla: Constructive Responses to Climate Change"*

Exhibition Producer

Bezalel Academy for PMO's "Nativ"

Aug 2018 - Dec 2018

Worked in a team of designers to coordinate and execute the curation, collection, and dispatch of 30 Bezalel alumni's design prototypes, to be showcased in a thematic exhibition in selected museums in St. Petersburg and Moscow.

**Exhibition: "Open Fields"*

Intelligence Officer

Intelligence Corps Technology Unit (87)

2011 - 2014

As the unit representative for MOD's Department of Production and Procurement and European Procurement Missions, I performed thorough market research to compose detailed technical specification documents for purchasing unique technological goods and led an internal reorganization process.

Education

2019 - 2020

IDC Herzliya
M.A in Human-Computer Interaction

2014 - 2018

Bezalel Academy of Arts and Design
B.Des in Industrial Design


Sep 2016 -
Feb 2017

Politecnico Di Milano
Student Exchange Program, M.A in Product Design for Innovation

Portfolio

www.lilachspivak.com

Contact

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 [linkedin.com/in/lilachspivak](https://www.linkedin.com/in/lilachspivak)

Skills

Methods

Field interviews

Surveys

Card sorting

Heuristic evaluation

Qualitative research analysis

Quantitative analysis

Competitive analysis

Academic research

Prototyping & iteration process

Deliverables

Impactful insights generation

Journey mapping

Persona creation

Design principles & guidelines

UX/UI

Tools

Figma

Adobe XD

Adobe Illustrator

Adobe Photoshop

Adobe Premiere

Miro

Unity

Solidworks

Fusion 360

JavaScript, C# (Familiarity)

Languages

Hebrew

English