Koral Cohen

Product Designer

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SUMMARY

Product designer working across user research, user flows, high-fidelity UI, and prototyping. At GovLab, the Israel National Digital Agency's government accelerator, I oversee design quality as ministry teams take projects from problem definition to MVP. I build prototypes with Figma Make and Claude Code.

EXPERIENCE

Israel National Digital Agency — CX & UX/UI Designer, Digital Acceleration Apr 2026 – Present

- Responsible for design quality in GovLab, a 3.5-month government accelerator run with Strauss Strategy, where ministry teams take 3 challenges per cohort from problem definition to MVP.
- Guide external designers, give feedback on UX/UI decisions, user flows and screens, and approve final design deliverables, including their alignment with the Israeli Government Design System (IGDS).
- Work with ministry teams and help them write research questions for desk research conducted by our partner, Kayma.
- Take part in workshops and support the teams; during the workshop, we build a vibe-coded prototype that shows the changes users suggested.
- Built a component library that lets designers use the official IGDS components across different AI tools, so they can prototype faster and share their work with developers as a starting point.

ExperTeam Ltd. — Digital Learning Developer & UX/UI Designer (Freelance) Aug 2025 – Present

- Design and build responsive HTML/CSS interfaces and interactive content for digital learning products, standardizing spacing, components and states.
- Work with ExperTeam's internal team from brief to delivery: present drafts, iterate on feedback and hand off approved versions.

Arnon, Tadmor-Levy — Systems Instructor & Learning Content Developer (AI & Tech Integration) Nov 2021 – Mar 2025

- Built the systems training and implementation function from scratch as first in role — processes, workflows and ongoing delivery.
- Partnered with senior leadership to lead AI adoption, bringing Harvey, Copilot, Spellbook and Definely into lawyers' daily workflows and presenting outcomes to firm leadership.
- Led system integration and change management during a firm merger.
- Mapped the needs of each user group — new hires, associates, partners — and designed role-based onboarding for core systems (SAP, iManage).

SELECTED PROJECT

National Digital Agency Hackathon — 2nd Place 2026

- Led product definition and UX/UI for ProTrax, an AI platform for government contract managers: mapped a 17-step daily workflow scattered across email and Excel, and redesigned it as one workspace with a dashboard, a guided allocation flow and conversational knowledge search.
- Designed the product UI with Figma Make on a design system, created the logo and brand with AI, and pitched the product with my team to a senior-leadership judging panel.

SKILLS

- **Product & UX:** end-to-end product design, user research, Design Thinking, user flows, wireframing, prototyping, interaction design, design critique, accessibility (WCAG)
- **Design systems:** IGDS, component libraries, design QA
- **Tools:** Figma (auto-layout, components, prototyping), Figma Make, Illustrator, Photoshop
- **AI & code:** Claude Code, AI agents and rules, vibe coding, HTML, CSS, JavaScript, C#, SQL
- **Languages:** Hebrew (native), English (fluent), Spanish (intermediate)

EDUCATION

Holon Institute of Technology (HIT) — Direct Honors Track, Instructional Technologies

- M.A., in progress (expected 2027)
- B.A., 2026

MILITARY SERVICE

Israeli Air Force — Operational Systems Instructor & Commander 2019–2021

- Trained pilots on command-and-control systems and supported system onboarding across units, working directly with senior officers.
- Completed and later commanded the Operational Systems Instructors' Course, earning a commendation for my work as course commander. Named Outstanding Graduate of the C4I Corps Instructor & Implementation Course.