

Zukerman Alon

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Senior product and technology leader with 15+ years of experience blending strategic management, UX-driven design, and full-stack development. Currently serving as CTO and Co-Founder at a global lottery platform, with a career built on launching and scaling digital ventures across diverse industries. Combines hands-on development expertise with a design-led approach to build intuitive, revenue-generating platforms. Recognized for driving innovation, leading cross-functional global teams, and delivering business outcomes from vision to execution.

Strategic Strengths

Product Strategy | Digital Innovation | UX/UI Leadership | Full-Stack Systems | Agile Management | Startup Growth | eCommerce Strategy | Creative Direction | Cross-Functional Team Leadership | Emerging Technologies (AI, Blockchain, NFTs) | Global Operations | Data-Informed Decision-Making

Professional Experience

24Lottos.com - Co-Founder, CTO & Chief Design Officer | 2016-present

- Spearheaded the creation and ongoing evolution of an international lottery platform used by hundreds of thousands of users.
- Lead technology vision, platform architecture, and product design.
- Manage international design and engineering teams.
- Oversee end-to-end lifecycle from product specification to deployment and optimization.

LotteryOle.com - Founder, Product & Technology Lead | 2024-present

- Developed a secure, scalable lottery platform using full-stack technologies (PHP, JavaScript, MySQL, HTML/CSS).
- Designed user experience and brand identity for global audiences.
- Led product strategy, feature development, and go-to-market execution.

LaGourmet.co.il / Tiwip.co.il - Founder & Director of eCommerce | 2020-present

- Launched two direct-to-consumer jewelry brands, managing all design, development, and marketing.
- Oversaw supply chain operations and global vendor coordination.
- Designed custom eCommerce experiences focused on user flow and conversion optimization.

New Cinema - Digital Marketing Manager | 2014-2016

- Directed digital advertising strategy for major film releases in Israel.
- Executed targeted campaigns across search and social platforms, increasing engagement and ticket sales.
- Analyzed campaign performance and iterated for real-time improvements.

TVMania - Lead Fashion Designer | 2010–2015

- Led design and development for licensed apparel collections for global brands such as Lee Cooper, GOTCHA, Marvel, Disney, and many more.
- Directed creative process from concept through production, including sourcing and manufacturing in Asia.
- Designed collections aligned with international fashion trends and brand identity.

In-Access - Senior Designer | 2007-2010

- Designed licensed accessory collections for international brands including NO FEAR and Holmes Place.
- Created full product lines, from concept through production, aligned with brand guidelines and market trends.
- Collaborated with suppliers and manufacturers in Asia to ensure quality, brand consistency, and timely delivery.

Mineral O (Design Studio) - Multidisciplinary Designer | 2007-2008

- Designed fashion, accessories, and 3D visuals for U.S. children's brands including MINNES and TINY TIPS
- Collaborated with suppliers in China to ensure production accuracy and delivery.

Leadership & Expertise

- Strategic thinker with a strong entrepreneurial mindset
- Highly adaptive, self-taught, and solutions-oriented
- Proven ability to manage distributed global teams and stakeholders
- Combines creative design sense with business and tech fluency
- Strong communicator and team motivator in high-pressure environments

LANGUAGES

Hebrew: Native

English: Fluent (Written & Spoken)