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Product Owner | Builder | AI-Native Product Development

Product Owner with 6+ years of experience owning complex products end to end - from ambiguous business problem through architecture, delivery, and adoption. Builds directly with Claude and Claude Code, having independently designed and shipped five production AI-powered products in the past three months alone. Combines product strategy with genuine technical fluency: works closely with engineering, reads and reasons about system architecture, and turns fuzzy, real-world processes into structured, reliable, adopted systems.

Key Strengths

- End-to-End Product Ownership: Owns products from problem discovery through architecture, delivery, launch, and post-launch iteration - not just planning, but building and shipping.
- AI-Native Building: Uses Claude and Claude Code as a default building tool, not a side project. Has shipped multiple AI-powered systems into real, active use.
- Systems & Rule Engine Design: Designed a pure, test-covered rule engine governing complex automation logic, with a priority/override layer and full audit/undo trail for every automated decision.
- Financial & Operational Systems: Owned billing automation, budget tracking, and vendor/partner payout systems, translating fragmented manual processes into single sources of truth.
- Technical Fluency Without a Coding Background: Comfortable reading and reasoning about code, APIs, and system architecture; partners directly with engineers rather than handing off specs and stepping back.

Work Experience

Project Owner & Customer Success Manager | OTW SRL | Aug 2020 - Present

- Owned the end-to-end product lifecycle for internal financial and operational tooling as the company grew from 3 to 35 employees.
- Led a custom Zoho-Teamleader API integration for automated invoicing, eliminating a fragmented, manual billing process spanning three disconnected systems.
- Designed a multi-sided affiliate management platform with a partner-facing self-serve portal and one-click payout module, increasing partner trust and referral volume.
- Built a centralized, API-driven governance dashboard giving leadership real-time visibility into budget, deadlines, and delivery risk across a hybrid project portfolio.
- Reported directly to the CEO, operating with high autonomy and identifying opportunities to expand customer value and drive additional revenue.

Independent Products (Built in the Past 3 Months)

- Content Operations Platform: a client-facing platform combining a rule engine (59 automated tests), a priority/override orchestration layer with a full undo system, a Claude Vision extraction pipeline, and an AI document generator with built-in faithfulness checks.
- Weekly Spending Digest: an end-to-end n8n workflow connecting Firestore, Claude, and Gmail to generate and deliver AI-written weekly spending summaries - fully tested, real emails delivered.
- Visa Tracker: a two-sided visa-management platform now serving paying clients.
- Pocket Budget: a multi-user, multi-currency budgeting app (React/Firebase) with AI-powered receipt scanning.
- Appointment Monitoring Bot: an autonomous Python/Playwright bot that monitors a government appointment portal and sends real-time Telegram alerts.

Education & Certifications

- PSPO I (Scrum.org) - in progress
- Music Production, BPM College, Tel Aviv - 2013-2015

Technical Toolkit

- AI & Automation: Claude, Claude Code, Claude Vision API, Gemini API, n8n, prompt engineering, evaluation frameworks
- Product & Delivery: Agile/Scrum, roadmapping, backlog prioritization, KPI definition, requirements & acceptance criteria
- Technical: API integrations, Firebase/Firestore, Google Sheets API, Python, Playwright, rule engine design
- Tools: Zoho Suite (Expert), Jira, Monday.com, Trello, Asana