Shani Maor

Product Manager

Contact

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Skills

Agile Methodology

Prototyping MVPs

Prioritizing Requirements

Data Science

Passionate product manager offering several years of industry success, including product roadmap development, market research, and data analysis. Deep understanding of the business processes, development, and user experience. I hold a B.Sc. in Computer Science & Business (Honors) and in my spare time, I mentor groups of teachers focusing on defining the MVP.

Work History

2018-12 - Current

Product Manager

Recycle Pro

https://uxfol.io/project/040b9b8c/Recycle-Pro

Define and prioritize features for the MVP while keeping the project team in sync and on schedule:

- Understanding client needs and business; Specifying business/technical requirements; Bridging gaps between business, technology, and user experience.
- Gathering knowledge on user behavior, designing hand-drawn sketches, personas, user flows, wireframes, wireflow and clickable prototypes.
- User feedback collection, synthesis of solutions, frequent iteration to customer needs
- Collaborate with engineers and designers
- Use Jira for agile roadmap planning; Define the schedule, resources, and scope
- Conduct market research and user feedback sessions
- Define goals, KPI's and metrics to measure, define and maximize product success

2015-04 - 2018-02

Business Development Manager

Adsology

- Identifying new revenue-generation and business opportunities
- Strategic Partnerships and Negotiation
- Revenue Forecasting and Analysis
- Software White Labels
- Gathering customer information and conducting market research
- Maintaining and updating client database

2013-05 - 2015-02

Co-Founder and Product Manager

Mojito

Co-Founder and Product Manager at "Mojito", a smart web platform

that offers interactive group activities matching the most fitting users to each other:
- Writing PRD's documents for the website and the mobile app on Android. Agile methodology, using JIRA.
- UX / UI – Managing User Experience closely with graphic designer.
- Designing algorithms for the core functionality.
- User behavior analysis (BI) using the DB in SQL and analysis tool of Google.

2010-06 - 2013-05

Software Development Engineer

Matomy Media Group
- Development of new applications and maintenance of the existing system (both client & server), by using OOP, PHP, JavaScript, jQuery, SOAP, AJAX, HTML, CSS and MySQL.
- Involved in the process of characterization and review, together with the product manager, while taking part in brainstorm meetings, after which, receiving the final SRS document from the product manager, and writing a SDD document based on UML.
- Ensuring the integrity and unity of the code. Placing great emphasis on creating a security code and generic code, based on the MVC model.

Education

2007-10 - 2011-10

B.Sc. in Computer Science & Business

IDC Herzliya

2018-02 - 2018-05

Product Management Course

Technion - Israel Institute Of Technology