

## S. Product manager @ Rakuten Viber

*Viber is a cross-platform instant messaging and VOIP app with 1B registered users.*

*Operated by Japanese multinational company Rakuten with a high market share in CIS & APAC*

(2019) - Leading "content 1st" products, such as News feed and Content discovery

- Working inbound and outbound with content providers, defining the strategy, KPIs, and roadmap
- Writing specifications documents and UX/UI design mockups.

(2018) Managing App extension platform

- Worked both inbound and outbound to create an API to be used by external developers
- Grew partners count by x4 including big players such as booking.com, Spotify, Yelp & Foursquare
- Increased the number of monthly active users of the feature by x3
- Managed a dedicated cross-functional teams of 8 to achieve excellence & efficiency.

(2016-2017) - Product team lead

- Recruited, trained and built personal excellence programs for 5 product managers
- Introduced new methodologies: Analytics, Peer reviews, A/B T, Market research and user testing
- Supervised the core functionalities features on the mobile platforms
- Lead the company's privacy related features, [End to End encryption](#) and Secret chats

(2013-2016) Mobile product manager

- Lead various mobile platforms including iOS counting at 15M DAU
- Managed the entire product lifecycle within a cross-functional team in an agile environment
- Wrote specification documents, wireframes and worked closely with UX & UI designers

## Product manager @ Walla!

*Walla! is an Israeli internet company, fully owned by Bezeq (Israeli telecommunications giant),*

*Ranked, in 2016, in the top 9 sites by traffic originating in Israel by Alexa.*

(2013-2016) - Mobile & TV Product manager

- Managed the company's Mobile, Tablets and TV apps, including the 1st VOD app for Smart TVs

## Skills

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Applications: Axure, Adobe XD, Adobe Photoshop, After Effects, Cubase, Mixpanel, Tableau

Languages: Hebrew, English, Russian

## Education

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2013 - Animator, Jump Cut institute. Tel Aviv, Il || 2002 - Practical engineer, Technion. Haifa, Il