CV - Royi Katz

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Profile Summary

Product manager and UX designer with hands-on experience in AI-driven solutions, data analysis, and software development. Successfully led the transition of a product from concept to operational pilot, improving user adoption and engagement. Passionate about problem-solving, fast learning, and delivering impactful digital experiences.

Experience
Professional

Product Manager   09/2023 - Present
WorksForMe

- Led product development from concept to pilot stage, setting user adoption at 70% and improving employer-candidate engagement.
- Enhanced UX/UI design to ensure a seamless user experience for candidates and employers.
- Supported onboarding and resolved user pain points through actionable feedback, improving product adoption.

Private Tutor & Course Creator   03/2023 - Present
Freelance

- Taught "Introduction to Programming in Java" to 19 students in Industrial Engineering and Information Systems Management.
- Launched an online course in November 2024.

Research Assistant - Data Analyst   09/2023 - 05/2024
Ben Gurion University

- Cleaned, organized, and analyzed large datasets using Python and Excel, ensuring data accuracy for robust research outcomes.

Graphic Designer   09/2020 - 10/2020
Golan, Goldschmidt & Co.

- Led the complete rebranding of the law firm, including logo design, business cards, stationery, and creation of a brand guide.

Experience
Voluntary

Special Operations - Student Internships   12/2023 - 07/2024
FoodTech Nation

Hackathons
& Projects

Global Game Jam (GGJ) 2025   01/2025

- Designed and developed Kitchen Apocalypse, a 2D survival game, in 48 hours, leading a team and managing product design.

Neuroscience for Mental Health   06/2024

- Led a multidisciplinary team in developing a biofeedback tool for mental health professionals, showcasing product ideation and teamwork under tight deadlines.

Education
& Skills

B.A. in Information Systems Management   10/2022 - Present
Ben-Gurion University of the Negev

- **Current GPA: 92**
  - Selected Courses: Database Design, Algorithms, Data Analysis, Business Intelligence (BI), System Design and Analysis, Marketing.
- **Student Exchange Program – Brno, Czech Republic (2024):**
  Developed cross-cultural collaboration skills while exploring international markets and technological innovation.

Online Courses in UX
Interaction Design Foundation

- Design Thinking
- Quantitative Research in UX Design
- Design in the 21st Century (by Don Norman - father of UX)

Skills

- **Programming**: Python, SQL, JavaScript, TypeScript, Web Scraping
- **UX/UI Design**: Figma, Wireframing, Prototyping, User Research
- **Project Management**: Agile, Scrum, Jira

Experience
Military

Weapon Technician, Frontal Team   11/2017 - 07/2020
Shayetet 13

Distinctions

- **2021**: Psychometrics Exam Score: 749 (97th percentile)
- **2020**: Top of the unit - 'Shayetet 13'