Product Manager

**Shir Albag**  | 054-9093335 |  [shiralbag@gmail.com](mailto:shiralbag@gmail.com) | [LinkedIn](https://www.linkedin.com/in/shir-albag-7a9956272/) | Tel Aviv

**Summary**

* **5+ years** of experience in **end-to-end product development** with **machine learning, cyber, robotics,** and **AI-driven products** across **B2C, B2B,** and **SaaS** in **high-tech AI startups** and **global** environments
* Experienced in defining **product vision, strategy**, and **roadmaps** while aligning **cross-functional teams around** high-impact goals.
* Successfully **launched AI-driven features** and **conversion-boosting tools** that cut costs, improved engagement, and scaled operations.
* Experienced in **Agile**, **product discovery**, and **stakeholder management**.
* **Data-driven** and **user-centric**, with a strong foundation in **UX/UI** and hands-on experience in **prototyping, testing**, and **optimizing the user journey.**
* Combines creative thinking with business acumen and a background in design and entrepreneurship.

**Experience**

2023 – 2025 **Product Manager,** Moonshot

***High-tech AI startup*** *using* ***deep learning*** *to revolutionize digital advertising*

* **Led product strategy** and discovery for a platform designed for PPC professionals, defining **KPIs**, owning the **roadmap**, and aligning **cross-functional teams** around **high-impact features**
* Authored **PRDs**, set clear **goals**, and drove structured discovery through **user research** and **stakeholder interviews**
* **Increased** **user onboarding** and engagement by **18%** through **conversion rate optimization** and **A/B testing**
* **Translated user insights** into scalable, intuitive features in close collaboration with design and development teams
* Acted as a **key liaison between design** and **engineering**, ensuring seamless execution from concept to delivery

2021–2023 **Product Manager,** HOME 365

*Investment company leveraging* ***Technology, AI,*** *and* ***Data*** *to deliver groundbreaking solutions.*

* Owned the **full product lifecycle** for tools enhancing property management efficiency and user engagement
* Launched a **machine learning–powered** support bot, reducing support tickets by **35%**
* Developed a self-serve quote tool that **cut onboarding time** from **14 days to 2** and saved **$300** per user in operational costs
* **Integrated automated payment systems** to streamline and scale billing operations
* **Led a full UX redesign**, collaborating closely with **R&D**, data, and operations teams to improve usability and performance

2019–2021 **Product Manager,** Primark Digital

***Strategy, design & technology*** *company focused on thinking and building* ***Data-driven products.***

* **Led B2C product development** across sectors, including **cyber** and **robotics**, working with clients like IAI, Bank of America, and NSO.
* **Defined product strategy, KPIs**, and **user flows** based on client needs.
* Managed **end-to-end development** using **Agile** and **MVP** principles.
* Oversaw **UX research, wireframing**, and **usability testing** to improve **product-market fit.**

**Product Management & Design Tools Expertise**

**Tools & Skills Design & UX:** Figma, Sketch, Adobe Suite

**Project Management:** Jira, Confluence, Asana, Miro

**Analytics:** Google Analytics, Mixpanel, Hotjar

**Core Skills:** Product Discovery, UX Strategy, Agile, A/B Testing, Roadmapping, Cross-functional Leadership

**Education**  
2021: **UX in Complex Systems** – Technion, Haifa  
2015–2018: **Practical Engineer in Industrial Design** – MHT  
2014–2018: **BA in Industrial Design – Avnei Institute**, Tel Aviv

**Military Service**  
2009–2012 Assistant to Chief of Staff (Gabi Ashkenazi, Benny Gantz), IDF

**Languages**  
**Hebrew** – Native | **English** – Fluent