# Lyor (Leo) Itzhaki

## Product Lead | Trust & Safety, AI & UGC Platforms

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## PROFESSIONAL SUMMARY

Product leader with 5+ years of experience shipping user-centric products for consumer-facing UGC platforms, reaching over 30M users. Proven ability to define product strategy and lead cross-functional initiatives in fast-paced, ambiguous environments, with a deep focus on Trust & Safety and Risk Management. Expertise in architecting and implementing AI/ML-driven safety systems—from scaled content moderation and machine learning models to proactive fraud detection—that protect users and embody safety-by-design principles.

## EXPERIENCE

**eBay** │ Senior Product Manager (via Avenue Code)
Jul 2025 – Present
San Jose, CA

Lead Trust & Safety for eBay's live-commerce platform, architecting safety systems and owning the strategy for policy enforcement, content moderation, and user protection.
Drove the execution of key Trust & Safety initiatives, architecting systems for scaled content moderation and proactive fraud detection in partnership with Machine Learning Engineering (Algo) teams.
Designed and shipped user-facing moderation controls to safeguard live events, fast-tracking the feature for high-profile tours to ensure community safety.
Defined safety KPIs and partnered with Data Science on dashboards to measure harmful content rates, directly informing machine learning model development for proactive detection.
Led cross-functional roadmap alignment, influencing stakeholders and accelerating key product and policy decisions from 3 weeks to 10 days.

**Builtit.dev** │ Product Lead & Founder
Dec 2024 – Present
Redwood City, CA

Founded a micro-agency that ships AI-powered MVPs end to end for non-technical founders.
Validated market demand through user research, conducting 25 founder interviews and launching two pilot builds using an agile, reusable component + automation playbook to cut build time from weeks to days.

**EcoCart** │ Product Manager
Feb 2024 – Dec 2024
San Francisco, CA

Drove the product roadmap for new risk management and user protection features at a post-purchase e-commerce startup.
Led the ideation, prioritization, and execution of a new package protection product, defining the long-term product roadmap through user research, data analysis, and cross-functional leadership.
Launched a go-to-market strategy that secured 24% merchant adoption in the first month and lifted NPS from 35 to 65.
Prototyped an LLM-driven system for moderating user-submitted and AI-generated content (AIGC), informing a roadmap for hybrid human and machine-based moderation and demonstrating a 40% potential reduction in manual review.

**TrueML** │ Product Manager
Jan 2022 – Nov 2023
San Francisco, CA

Owned the core payment product for a consumer-debt SaaS platform, with a primary focus on account safety, risk management, and regulatory compliance. Led 30+ quarterly A/B tests and a critical MFA rollout.
Defined and drove the payments roadmap, OKRs, and experimentation strategy, partnering with Engineering and Data Science to deliver a $3–5M annualized uplift by optimizing for user trust.
Collaborated with Machine Learning teams to enhance model development by integrating richer behavioral data, improving proactive detection of at-risk user segments and lifting engagement by 34%.
Led a customer-focused redesign that reduced friction and improved payment performance by 19%, while meeting stringent compliance and security requirements.

**TrueML** │ Product Operations Manager, D2C
Jun 2020 – Jan 2022
San Francisco, CA

Built product ops & support org from scratch at a pre-PM fintech startup.
Established support SLAs and Looker dashboards, cutting first response time from 24h to <4h and maintaining 4.6/5 CSAT.
Launched targeted HubSpot email & Twilio SMS campaigns, driving +25% MAU.
Designed BI dashboards for real-time support KPIs, reducing agent handle time by 12%.

**Early-stage Startups (Consultant)** │ Founding Product Manager
Aug 2019 – Sep 2020
Palo Alto, CA

Partnered with founders on 0→1 products: discovery, scoping, and delivery.
ProgForce: Rapid-prototyped gamified forecasting UX, boosting participation from 40% to 70% in tests.
AssemblyDrop: Defined marketplace MVP, piloting with 5 crews and 1,000+ SKUs onboarded.

## PROJECTS

## TS Policy Watcher (Founder/Builder)
<span style="float:right">2025 – Present</span>

Developed an AI-powered system that proactively detects and analyzes Trust & Safety policy changes across 25+ social media platforms. Utilizes AI to provide intelligence on emerging abuse trends, misinformation tactics, and shifts in AIGC moderation policies. (ts-policy-watcher.vercel.app)

## DebtCat (Founder/Builder)
<span style="float:right">2023 – Present</span>

Developed and launched an AI-powered consumer debt rights platform (Next.js, OpenAI API, Stripe, PostGrid) featuring educational chatbot and automated dispute letter generation. Demonstrates end-to-end product creation for real user needs. (debtcat.com)

## SKILLS

**Product**

Trust & Safety Strategy

Risk & Fraud Management

Content & ML Moderation

Integrity & Authenticity

Misinformation Detection

Messaging & AIGC Safety

Safety-by-Design Principles

Product Strategy & Roadmapping

User Research & Ideation

A/B Testing & Experimentation

KPI Definition & OKRs

Cross-Functional Leadership

**Technical**

SQL   Python   TypeScript

JavaScript   Next.js   React

Tailwind CSS   Serverless   Firebase

Supabase   API Integration

OpenAI API   Claude API   Stripe

PostGrid   Vercel   Netlify

Cloudflare   Snowflake

GBQ (Google BigQuery)

**Tools**

Jira   Figma   Looker   Amplitude

Google Analytics (GA4)   Mixpanel

Slack   Notion   HubSpot   ClickUp

Replit   Cursor AI

## EDUCATION

### Shenkar College of Engineering
<span style="float:right">2017</span>

**B.Sc., Industrial Engineering & Management**