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 platforms, including e-commerce and fintech, reaching over 30M users. Proven ability to define product strategy and lead cross-functional initiatives in fast-paced environments, with a deep focus on Trust & Safety and Risk Management. Expertise in delivering AI and ML-driven safety solutions, from content moderation systems to fraud detection, that protect users and drive business outcomes.

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 and user protection.
Drive execution of key T&S initiatives including scaled chat moderation and fraud detection, removing critical blockers in the first 30 days.
Designed and shipped user-facing moderation controls to safeguard live events, fast-tracking the feature for high-profile tours.
Defined safety KPIs and partnered with Data Science on dashboards measuring harmful-content rate and moderation latency for a major UGC platform.
Led cross-functional roadmap alignment, influencing stakeholders to accelerate product decisions and key approvals 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 ideation and execution for a package protection product through user research, data analysis, and cross-functional leadership, defining the long-term product roadmap.
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 and triaging user claims, demonstrating a potential 40% reduction in manual review and informing the AI product roadmap for scaled operations.

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

Owned the core payment product for a consumer-debt SaaS platform, focusing on account safety, risk, and compliance. Led 30+ quarterly A/B tests and a critical MFA rollout.
Drove the payments roadmap and experimentation strategy, partnering with Engineering, Data Science, and Design to deliver a $3–5M annualized uplift by optimizing for user trust and conversion.
Partnered with the Machine Learning team to integrate richer behavioral data for model development, enhancing segmentation and lifting user 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

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

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)

2025 – Present

Developed an AI-powered system that proactively detects and analyzes Trust & Safety policy changes across 25+ social media and UGC platforms. Utilizes automated change detection and AI-driven summarization to provide intelligence on emerging abuse trends and content moderation policies. (ts-policy-watcher.vercel.app)

DebtCat (Founder/Builder)

2023 – Present

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 Moderation Systems
Safety-by-Design Principles
Product Strategy & Roadmapping
User Research & Validation
A/B Testing & Experimentation
Data-Driven Decisions
Cross-Functional Leadership
KPI Definition & OKRs

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

2017

B.Sc., Industrial Engineering & Management