

SUMMARY

Product-minded builder with a drive for creating high-impact solutions. Proven track record of owning the end-to-end lifecycle of technical projects, including an AI implementation that achieved a 90% cost reduction. Combines a self-taught technical stack with a strong aesthetic sense to build tools that are both powerful and intuitive.

Thrives in "no-playbook" environments where curiosity and ownership are required to move from concept to launch.

PROFESSIONAL HISTORY

Product Training Specialist - Shift4 (2022-Present)

Shift4 Payments Inc. NASDAQ (FOUR) is a leading global fintech company

- Designed and developed the tooling and process improvements for a global compliance program for 4,200 employees. Through improvements delivered, **achieved a 10% YOY increase in completion rates.**
- Owned the end-to-end product lifecycle of an AI text-to-speech solution, from vendor selection to launch, **reducing annual costs by 90%** and boosting content creation throughput by ~70%.
- Led the redesign of the internal knowledge management platform, conducting user analysis to map the customer journey and improve the user experience (UX), resulting in greatly improved information accessibility.
- Built the department's data collection methodology and infrastructure from scratch. Designed Tableau dashboards to track product training effectiveness, turning raw data into insights that optimize L&D processes.
- Supported go-to-market for product launches, developing and presenting training materials to large groups of stakeholders.

Executive Assistant - Finaro (2021-2022)

Finaro was a European fintech company that was acquired by Shift4 in 2022

- Supported operational efficiency for C-suite executives in a high-growth fintech environment, effectively prioritizing sensitive tasks and meetings with competing demands across multiple workstreams.
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EDUCATION & TECHNICAL TRAINING

Product Experts – Product Management Course, 2025, Israel

Intensive training focused on PM best practices and hands-on PM activities.

The Open University – B.A. Studies in Psychology, 2015–2017, Israel

Foundations in psychological theory, research methods, and human behavior.

FreeCodeCamp - Responsive Web Design, 2025

CS50SQL - SQL, 2025

CS50P - Python Programming, 2024

CS50 - Intro to Computer Science, 2024