

Ayal Shapira | Product Manager

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Professional Summary

Dynamic Product Manager with 8+ years of experience driving the entire product lifecycle, complemented by a 20+ year entrepreneurial journey where design and user-centric solutions have been my consistent strengths. Expertise in bridging technical and business requirements, collaborating with cross-functional teams, and leveraging data-driven insights to deliver successful products. Passionate about AI/ML and its potential to revolutionize industries.

Skills

- **Product Management:** Roadmap planning & execution, user research, backlog prioritization, Agile methodologies, data-driven decision-making, KPI definition monitoring, product launch & growth.
- **UX/UI and Design:** User research & analysis, information architecture, user flows, interaction design, usability testing, wireframing, prototyping. Significant technical proficiency in Figma, Adobe Creative Suite, Midjourney, DALL-E, Stable Diffusion, Runway, Sora and more.
- **Leadership & Collaboration:** Cross-functional team leadership, stakeholder management, communication, conflict resolution, mentorship
- **Prompt Engineering:** Expertise in crafting effective prompts for large language mode (LLMs) like Gemini, ChatGPT, Claude, Perplexity, NotebookLM, LMStudio, Colab and more.
- **Technical Acumen:**
 - **Product & Data Understanding:** Strong conceptual grasp of data science, AI/ML, and large-scale applications. Proficient in defining KPIs, analyzing data, and dri data-informed product decisions.
 - **Technical Collaboration:** Experience collaborating with technical teams on SQL queries, API integrations, and AI/ML algorithm design through detailed documentation and clear communication.
 - **Hands-on Expertise:**
 - Significant technical proficiency in Web development (WordPress, Elementor, CSS)
 - Experience implementing LMS, CRM and WooCommerce integrations, including connecting payment and invoice mechanisms
 - Managing variable content and user restrictions
 - Ensuring web accessibility compliance and proactively addressing security vulnerabilities in WordPress-based websites
 - Skilled in developing variable form-to-design and bulk design generator solutions, some aimed at achieving Web2Print capabilities, others for efficiency webpage creation

Work Experience

Product Manager & Co-Founder

Albumaid Ltd. | 2021 - 2025

- **Launched AI-Powered SaaS Product:** Led the development and launch of Albumaid, a B2B2C SaaS platform for AI-driven photo album design, resulting in over 17,500 client-approved

albums.

- **Streamlined Album Creation:** Characterized core algorithm logic, reducing initial design time by 93% compared to manual methods.
- **Identified Market Need:** Identified a market need for efficient photo album creation and successfully brought together partners to form the company.
- **Focused on User-Centric Design:** Led product strategy from ideation to launch, incorporating user research and design thinking at every stage.

Product Manager & International Visual Communication Manager

Provision-ISR | Dec 2022 - June 2024

- **B2B Application Launch:** Served as Product Lead for the "Provision-ISR Reward App," driving customer loyalty and engagement through personalized rewards and gamification
- **Process Optimization & Automation:** Implemented CRM-based design management system, increasing design output by 245% and automating spec sheet generation and translation, saving time and resources.
- **Website Migration & Enhancement:** Led successful migration of company website to an automated system, improving user experience and streamlining product content availability.
- **Data-Driven Decision Making:** Utilized metrics and user feedback to prioritize bug fix and feature enhancements, increasing user satisfaction.

Owner and Manager

PixelStudy & PixelPress | 2002 - 2023

- **Product Innovation:** Led ideation and design of PixelPress, a website creation platform resulting in 800+ active websites.
- **Web Development Expertise:** Built 60+ websites using Elementor, including complex projects with e-commerce and LMS functionalities.

Teaching Experience

Instructor and Curriculum Developer

Over 6,250 hours of instruction on various design, software, and technology topics.

- **Tel Aviv University - School of Cinema** | 2016 - 2025
User Experience (UX) and User Interface (UI) design, 2D App Design and 360° Video Editing courses, Photoshop, XD, Figma, Premiere.
- **The College of Management Academic Studies** | 2014 - 2019
UX/UI design, Design and Communication, Photoshop, Indesign, Illustrator, XD, Promotional design, Brand consistency.
- **Private Sector** | 2005 - 2024
Thousands of instructional hours on design, software and efficiency methodology
 - **Author** | 2016
Authored and Printed the first version "Photoshop in the Real World" textbook

Education

Self-taught / Autodidact

- Extensive experience teaching at university and college levels, demonstrating proficiency equivalent to academic knowledge.