

# Ayal Shapira | Product Manager

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## Professional Summary

Product Manager and design leader with **9+ years** leading end-to-end products and **21+ years** in design/ops. I build AI-assisted workflows that turn messy inputs into reliable, at-scale outcomes. Co-founded **Albumaid** and shipped **three products** - **Weddings (B2B2C)**, **Kids (Joint Venture with Remini)**, and **Easy (B2C)** - reaching **20,000+ client-approved albums** with **~93% faster initial design**. Builder-PM style: **HITL** guardrails, **RAG/LLM** insight tools, and **Vibe Coding** micro-tools that move metrics quickly.

## Skills

- **Product Management:** Roadmap planning & execution, discovery & user research, backlog prioritization, Agile, data-driven decision-making, KPI definition & monitoring, 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 models (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 driving 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 web-to-print capabilities, others for efficient webpage creation.
    - Human-in-the-Loop (HITL) - systems for trustworthy AI
    - RAG/LLM frameworks for grounded insights
    - Vibe Coding - rapid internal tools from spec → ship

## Work Experience

### Product Manager & Co-Founder

Albumaid Ltd. | 2021 - 2025

Built an AI-assisted album-creation platform across **three products** - **Weddings (B2B2C)**, **Kids (Joint Venture with Remini)**, and **Easy (B2C)** - scaling to **20,000+ client-approved albums** with **~93% faster initial design** through core algorithmic and workflow logic (selection, clustering, layout, constraints, and **HITL** QA orchestration).

- **Kids:** Seasonal, self-service flow with teacher approvals (**HITL**); latest season delivered **2,671** personalized albums across **59** classes containing **160** educator contacts (**steady ~2.5k-3.5k/yr run-rate**).

- **Easy:** Simplified the order journey and instrumented attribution, yielding clearer funnel signals and smoother checkouts.
- **Weddings:** Introduced a support-assistant GPT with a **staged knowledge-base (KB) clone** for safe edits/approvals; improved average response time **from ~32 to ~14.7 minutes** and reduced message iterations.
- **Continuous improvements:** “**Vibe Coding**” accelerators (targeted micro-tools and analytics helpers) to unblock peak-season ops and surface progress/quality signals quickly.

## Product Manager & International Visual Communication Manager

Provision-ISR | Dec 2022 - June 2024

- **Created spec-sheet generator (web-to-print):** Co-created and product-managed a generator that produces up-to-date, downloadable **PDF spec sheets** directly from a **single structured product data source**; integrated into the new **PIM-backed website** so sellers/resellers can self-serve both responsive web specs and web-to-print PDFs.
- **Data governance & cross-org change management (3 departments):** Led the shift from **unstructured** inputs to a **structured product schema** (taxonomy, attributes, validations). Defined the migration plan, **staging/approvals workflow**, and executed the **production data-source swap** across the global catalog.
- **PIM product-content pipeline & site rebuild:** Designed a **product-content importer (PIM pipeline)** and orchestrated the site’s **audience-segmented UX** (different user types routed to the right destinations); owned design, UX, user flow, and planning to ensure the experience and content architecture worked as intended.
- **Process optimization & automation:** Implemented a **CRM-driven intake & templating** system and automation tooling - **scaling design output ~245% to >1,500 designs/year**, reducing time-to-publish and manual errors.
- **B2B application (Reward App):** Product lead from discovery to launch (PRDs/specs, UX flows, backlog, remote dev handoff, QA) for a loyalty/gamification **Reward App** that increased partner engagement and repeat interactions.
- **Data-Driven Decision Making:** Established analytics loops to prioritize roadmap items, monitor content accuracy, and continuously improve seller enablement and time-to-value.

## 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.