

Liran Zehavi | E2E Mobile and Web senior UX product manager

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Summary

An accomplished innovator with a proven ability to deliver products on time, Create a positive, lasting impact, and tackle challenging projects.

My 12+ years broad experience in startups and leading products from scratch- makes me feel that no challenge is too big.

Achievements

- ✓ Successfully defined & launched my own app with two partners - "Ellr" - which raised **400K** euros investment
- ✓ Accomplished a product (SAAS) growth from 40K to over **3M** users worldwide with over **30** white labels & partners.
- ✓ Increased the sales team efficiency - Reduced Product proof of concept delivery by **700%** with minimum efforts from the customers.
- ✓ Increased mobile revenues by **600%** in 10 months, which was **15%** of the total revenues of these customers in 2012.
- ✓ Established Content and localization management tools which made the app available in **31** languages worldwide while reducing localization costs by **50%**.

Experience

vCita | Senior UX Product Manager | 2019 - present

- Defining quick win features and long term complex projects with attention to every detail and extra focus on user experience.
- Orchestrating cross team projects - gathering designers, marketing, customer success, product managers and developers.
- Making product decisions based on data & analytics (Mixpanel, Looker, FullStory)
- User research - Initiating phone interviews with SMBs and service providers in the US, F2F meetings with customers on location, listening to Customer success Onboarding calls, reviewing sales team calls and using personas and "Job to Be Done" methodology - to better understand how vCita can make our customers better at what they love doing.
- Initiating design system planning with new design concept for mobile and desktop.
- Working with Sketch to create intuitive UI, and Zeplin and JIRA to communicate it to the squads.

Ellr - You'll Never Ride Alone | Product Manager | 2017 - 2019 (<https://www.ellr.bike/>)

- Partnered with Stakeholders and Investors to gain an understanding of the customer experience and cross-functional teams to deliver products that supported the overall vision.
- Developed user stories documenting business and functional requirements.
- Collaboration with the R&D team to implement the functionality, prioritize changes and improvements, bugs fixing and further analysis.
- Maintained product backlogs and determined story candidates for release based on value, feasibility, business and customer impact.
- Analyzing the application and website (Fabric and Google Analytics) to increase productivity.

PRES Global | Product Manager | 2017 - 2018

- Leading a complex B2B web-based system with multiple interfaces
- Looking for the better realization of new products within industrial operations.
- Maintain regular contact with customers to ensure that they are provided with all necessary technical support.

GENBAND (FKA fring) | Product & UX Leader | 2014 – 2017

- Managed and created all product elements - PRDs, Wireframes, Design, User and Job stories, Research, Backlog, and Competitive analysis.
- Led in-house and outsource cross-functional teams of web, Android (Java), iOS (Swift) and Server (Node.js) teams through launch and iteration.
- Created all the products sales toolkit documents - FAQ, User Manuals, and brand style guides.

- Managed and led special experimental projects.
- Directly liaise with customers teams and management worldwide (B2B and B2B2C)

Neo Games | Mobile Product Owner | 2011 - 2013

- Established & Executed the company's first mobile platform.
- Created the user environment from A to Z - from the Onboarding process to Conversion, Monetization and Retention (B2C).
- Launched all SMS and Email marketing campaigns across Europe.
- Made Data-driven decisions using Google Analytics and Internal BI tools.
- Led an Agile team of developers, QA and designers, and was the product focal point to all departments: IT, Sales, Projects, Account managers, CRM and Biz Dev.

Zlango | 2007 – 2011

2008 - 2011 | Mobile Product Owner

- Led the company's products directly under the CEO and managed a team of 4 designers. Shifted and upgraded Zlango mobile application from feature phones to Smartphones.
- Orchestrated a collaboration with ICQ product and R&D teams and managed Zlango's plug-in integration on ICQ platform, Defining its functionality, features, UX and UI.
- Analyzed Results, Customer retention, Goals and KPIs.
- Managed the product life cycle, including SWOT analysis, A/B testing, focus groups, and satisfaction surveys.
- Responsible for customer relation and was in direct liaison with mobile operators teams worldwide - Vodafone, Airtel, Orange and a dozen more.

Product Designer (USA & Israel) | 2005 - 2007

- Spent a year in California, fundraising, promoting, lecturing and presenting my products.
- Established 2 designer groups. Participated in exhibitions and published in design magazines.

Education

Product Design 03/2003 – 09/2003 | Duoc UC, Santiago, Chile

Overseas product design studies program.

B.Design, Product Design 10/2001 – 10/2005 | H.I.T , Holon, Israel

- Final project - Kitesurfing system for Paraplegics (Patent pending)
- Runner-up in "Elite" packaging design competition (2003)

Military Service

Sapper at the bomb squad department 07/1996 – 07/1999 | Weapons R&D Unit

- Full service as a sapper in the Bomb squad and R&D departments at a classified unit.
- Supervising large teams, Managed complex projects, Meeting deadlines under extreme pressure and high risk.

Languages

English (Full professional proficiency) | **Hebrew** (Native proficiency) | **Spanish** (Limited working proficiency)