

SKILLS

AI BUILDING (LAST 2 YEARS)

- Claude Code
- Cursor
- Prompt design
- Agent orchestration
- RAG
- N8N automation

AI PRODUCT DESIGN

- AI / LLM UX
- Conversation design
- Guardrails & trust
- Eval-driven design

PRODUCT

- PRDs
- Roadmaps (RICE)
- Data models & API specs
- Product analytics
- Customer feedback
- Acceptance criteria
- Failure modes
- Agile / Scrum
- Stakeholder mgmt

DESIGN & 3D (20 YEARS)

- UI/UX
- Creative direction
- Design systems
- Unity
- Maya
- 3ds Max
- AR / VR

PRODUCTS BUILT WITH (VIA AI AGENTS)

- TypeScript
- React
- Next.js
- Cloudflare Workers
- Supabase
- Python

EDUCATION

Advanced 3D Modeling

IAC, Israeli Animation College · 2013

3D Art & Character Design

Real 3D, Giora Eshkol Studio · 2003–2004

Animation & Interactive Tech

Ascola Art School · 2001–2003

LANGUAGES

Hebrew – Native
English – Professional

PROFILE

Product manager focused on AI: I **design AI products and direct AI coding agents to build them**. Twenty years across design, interactive 3D, and product; the **last two designing and shipping LLM products end to end**, from the PRD and the AI interaction design to a working prototype built with Claude Code and Cursor. I define the data models and API specs, prioritize with RICE, and treat evaluation as a first-class product tool.

SELECTED AI WORK (DESIGNED AND DIRECTED END TO END)

MOTY : self-improving agent system for Claude Code case study
Sole architect. Designed the whole system and built it with Claude Code: ~98 self-extending skills, a 3-phase orchestration pipeline, and a schema-validated state layer driving CLI automation.

Parley : conversational AI murder-mystery, 5 Claude NPCs live demo
Designed the turn-taking AI interaction and the evidence-state schema, and directed the build on Cloudflare Workers with Durable Objects, per-session prompt caching, and SSE streaming.

CareAgent : AI caregiving venture, product strategy live prototype
The full product workup: market sizing (TAM to SAM to SOM), competitor analysis, target personas, go-to-market, and regulatory strategy, distilled into a 20-slide investor deck; validated with a working prototype.

Trade1 / CandleStick : stock technical-analysis app case study
Designed the product, UX, and front end (built with Claude Code): a proprietary momentum indicator, a multi-stock comparison canvas, and a planned AI concierge scoped by a hard non-advisory ruleset.

PROFESSIONAL EXPERIENCE

Product Manager & Creative Director · Enwize (WIZRD), Industrial AI / AR-VR Platform Jul 2019 – Present

- Own the product lifecycle for an AI-enhanced maintenance platform deployed by tier-1 enterprises (Israel Electric Corporation, BAZAN, Israel Railway), driving adoption and ROI on the factory floor.
- Prioritize the roadmap with RICE, driven by customer feedback and product-usage data; translate complex operational problems into precise, testable requirements across web, mobile, and headset.
- Lead and align a cross-functional team of developers, 3D designers, and QA through sprint planning and retrospectives, driving decisions across functions without direct authority.
- Built AI automation (N8N + cloud APIs) that removed repetitive manual steps, and introduced AI-assisted prototyping (Claude Code, Cursor) that turns specs into working demos in hours.

3D Artist & Creative Technologist · Freelance (self-employed) May 2012 – Present

Interactive 3D product catalogs and real-time visualization for industrial clients, integrated across devices and form factors.

3D Content & Integration Specialist · AllSeated, Event-Planning Platform Mar 2018 – Jan 2020

Managed cross-platform 3D content and integrations inside a Unity-based VR product; optimized assets for consistent performance.

Art Director & Co-Founder · Allrwell, Virtual 3D Exhibition Startup Jan 2011 – Dec 2013

Co-founded a browser-based platform for virtual 3D art exhibitions; led product, UI/UX, branding, and the full visual identity.

Project Manager & Lead 3D Artist · Virtuality Mar 2009 – Nov 2010

Led development of web-based virtual tours for galleries, museums, and government institutions.

3D Artist · Invasion Interactive, Game Studio Sep 2004 – Dec 2008

Full character pipeline (modeling, texturing, rigging, animation, motion capture) plus environments and props for a game title.