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Shiran Ronen
Product Manager - UX specialization

I plan digital products, translating high-level requirements into concepts and intuitive interfaces for all platforms. I'm fascinated by processes of thinking and user behavior and never compromise on top-notch design. Coming from a variety of business-oriented roles, data analysis and problem-solving were always at my core. I'm a great team player and always up for new challenges.
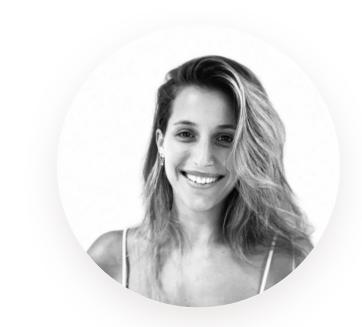
EDUCATION

User Experience Design
Create, Tel Aviv (2017)

Psychology & Management
B.A with honors, Open University (2009-2013)

Sport Psychology & Physiology with honors, Wingate (2002-2005)

MILITARY

Youth instructors course commanding officer
Working with youth at risk (2005-2007)

TOOLS & SKILLS

Mixpanel | Jira | Sketch | Axure | Invision | Zeplin | Test Fairy | Fullstory | Product Board

Markets and user research | Information architecture | UX strategy | Workflow | User journey | Microcopy | UI Design | Data analysis | A/B Testing | Business-oriented

EXPERIENCE

Product Manager

homeis (2019-Present) *Startup providing community & solutions for immigrants across the globe*

Played a key role at every stage of the product life cycle. Analysed data from millions of users. Researched users' needs, product usage and funnels to identify opportunities.

Defined user workflows, wireframes, A/B testing, dashboards and scope in alignment with KPIs. Customised the product for different cultures, on mobile app and web. Hands on project management from A to Z, worked closely with design, dev, marketing and content teams around the world. Constantly finding ways to improve and grow.

- **Onboarding** Full ownership of web+mobile, 40.5% increase in conversion rate.
- **User's journey** From the first visit to 60 days: DMs, push notifications, emails, in-apps and integrations based on user behavior and special cohorts.
- **Notifications actions** Improved design and logic, actions directly from the notification center to increase user's engagement and retention.
- **Deals** Lead the company's main business model. Created a community marketplace for small-medium businesses.

UX Designer

Netcraft (2018-2019) *Leading UX agency*

In-depth analytical research of various fields and businesses, restructure of information, optimization, wireframes and prototypes creation, spec writing and usability testing.

- **First International Bank of Israel** Deposits & Savings section.
- **Weizmann Institute** "Petel" homepage for both students and staff.
- **Netafim** "Knowledge Center" a portal for agronomists, sales and marketing managers.
- **Bank Hapoalim** High fidelity prototypes for multiple account configurations.
- **Bezeq** Business website restructuring and design.

Freelance (2017-2019)

- **My Permissions** Mobile application allowing users to reclaim control over privacy online. UX Review, wireframing, Working closely with developers to ensure quality and accuracy.
- **Tele Ads** Telegram based advertisement platform. Channel owner and advertiser sides responsibilities. User and market research, building key processes and wireframing.
- **Help On The Way** Designed interface for matching elders' assistance requests to suitable volunteers. Ownership of mobile side UX design, user research and usability tests.

Brand Manager & Ambassador

IBBLS, CBC Group (2014-2018)

- **Fever Tree & Monin** Building a brand strategy, introducing the brand to the local market. Brand development, increasing market share, creating trends and budget management.
- **Diageo & Gruppo Campari** Professional development for all company brands. Creating an upscale client experience for different kinds of businesses. Senior lecturer in workshops.