

# NIV ROSEN

Product Manager

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**UX + Dev + AI background = faster decisions, fewer handoff gaps**

## SUMMARY

- Led 3+ products 0-to-1 from ideation to launch across mobile and web; experienced PRD writer collaborating with devs on feasibility, architecture, and sprint planning
- UX/UI and development background enables faster stakeholder alignment — reduced back-and-forth, accelerated feasibility decisions, and brings a second informed perspective to the table
- Leverages AI tools (Claude Code, GenAI) for codebase analysis during PRD planning & prototyping; scoping constraints, refactoring needs, and edge cases without developer dependency

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## PROFESSIONAL EXPERIENCE

**Lead Product Manager** | Self-Funded Ventures 2022 – 2026

**Luzit — Social Event Platform (iOS, Android & Web)** [Download →](#) [Case Study →](#)

- Grew V1 to 1,500 MAU and 700 organic downloads in 3 hours from a single Facebook post — driven by roadmap prioritization of user acquisition and user-generated content
- Owned full product lifecycle and the roadmap — PRDs, sprint planning, release prioritization, cut/keep/defer calls based on user research, market research, and analytics; shifted V2 toward organizer-side tools after interviews surfaced supply-side bottlenecks
- Executed three strategic pivots across product iterations driven by user research and resource constraints
- Scoped a complex feature set — role-based tooling, gating & guest access, content moderation, push notifications, multi-platform — and managed architecture decisions & migrations (NoSQL vs. SQL, client/back-end split)
- Led external developers on V1; independently rebuilt and shipped V2 to iOS, Android, and web using AI-assisted development

**PooMaster — Mobile Game MVP** [Case Study →](#)

- Directed a 5-person cross-functional team to ship an MVP in 3 months
- Defined core mechanics and progression systems to drive retention; secured interest from 2 global publishers through hands-on user research

**KosherMania — Mobile Game MVP**

- Managed an offshore dev team (Ukraine) from concept to alpha; iterated on game loops using user research

**Product Management Lecturer** | Tiltan College 2023 – 2025

- Developed and taught a PM curriculum; advised students on product features and roadmap decisions during their MVP development

**Senior Product Designer** | Playtika 2019 – 2021

- Led end-to-end feature delivery for [Solitaire Grand Harvest](#) (1.5m DAU, 40% d7 + 20% day30), collaborating with PMs, devs, monetization, and analysts; Tournaments, Roll&win mini-game, Hoppy blocker, VIP arena etc.
- Orchestrated work to a remote design team (Ukraine) via Agile sprints, scoping and prioritizing tasks — translating product vision into shipped features
- Drove engagement and monetization improvements through user research, behavioral psychology, and analytics

**Product & UX/UI Lead** | Matrix (Ministry of Education) 2018 – 2019

- Defined a social game MVP end-to-end: PRDs, game mechanics, stakeholder alignment under strict budget
- Led 0-to-1 on 4 MVP educational apps and games from ideation to production; conducted user research to guide strategy

**Freelance Web Developer & IT Consultant** 2010 – 2015

- Interviewed clients, researched trends, and built full-stack websites tailored to small business needs.

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## EDUCATION & SKILLS

**Visual Communications** | Bezalel Academy of Arts and Design (2013–2017)

**Tools:** Jira, Notion, Google Analytics, AI (Claude code, GenAI), VScode, Figma, Miro

**Technical:** PRD writing | HTML, CSS, JavaScript, PHP, MySQL, React Native (Expo) | Back-end architecture fundamentals

**Languages:** Hebrew (Native), English (Fluent) **Military service:** UI\UX designer & PC help desk