

Guy Amar

Product Manager

+972 054-2090850 · guyamar9@gmail.com · [linkedin.com/in/guy-amar](https://www.linkedin.com/in/guy-amar) · Haifa, IL

Product manager with 4+ years of product design experience across SaaS, CRM, and B2B2C e-commerce.

EXPERIENCE

City Hive Inc. - Product Designer · Tel Aviv – NYC 2020 – 2026

- Owned product and UX for features across a SaaS commerce platform serving 4,500+ merchants, suppliers, and distributors - partnering directly with the CEO, engineering (15+ developers), sales, and marketing. The design team was responsible for the product, including ideation, prioritization & CS relations over client feedback.
- **Analytics Overview Page:** Rebuilt City Hive's merchant analytics overview to solve information overload — restructured a data-dump dashboard into prioritized, scannable categories so merchants could read their store's status at a glance instead of hunting through nested pages. Designed new sections spanning traffic acquisition, customer analysis, marketing, and sales, with funnel visualizations and a clear information hierarchy. **Lifted average per-user engagement time ~18% versus the prior baseline; reached 35%+ of active merchants within the first month.**
- **Bulk CSV Order Upload:** Validated the problem directly with a distributor, then designed an end-to-end system to bulk-create orders from a CSV - cart-conflict resolution, a three-tier error model (missing barcodes / confirm / proceed), and edge cases for duplicates, out-of-stock, and partial matches. Cut order entry for large orders (several hundred line items) from ~an hour of manual work to minutes. Shipped to production across dashboard and storefront for a pool of 200+ distributors.
- Shipped 7+ features across dashboard and storefront, including a referral-program self-service editor, an ACH micro-transaction verification, a multi-step form builder, and an automated print-materials system.

SKILLS

Product: Discovery, PRDs, user research, prioritization, edge-case & systems thinking.

Management & Data: Jira, HubSpot, Zoho, MongoDB, Mongo Charts, Mixpanel, Google Analytics.

Design: Figma, XD, After Effects, Illustrator, Photoshop.

EDUCATION

Certified Product Manager - Technion, Haifa 2025 – 2026

Capstone: group-payments feature for Airbnb.

B.Des Visual Communication - HIT, Holon 2019 – 2023

COMMUNITY

IMPACT! FIDF - Graduate & Mentor, Tel Aviv 2019 – Present

AdoptMeIL - Product Manager (Volunteer) 2026 – Present

- Run product discovery and write PRDs for an animal-adoption nonprofit, working directly with stakeholders to define problems before committing to solutions.