

Guy Amar

Product Manager

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Product manager with 4+ years of hands-on product experience across SaaS, CRM, and B2B2C e-commerce, built from a design-led seat: discovery, PRDs, prioritization, and delivery.

EXPERIENCE

City Hive Inc. - Product Designer (PM scope) · 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 ran the product: ideation, PRDs, sprint prioritization, and client feedback loops with CS.
- Analytics Overview Page:** Rebuilt City Hive's merchant analytics overview to solve information overload - restructured a data-dump dashboard into prioritized, scannable categories spanning traffic, customers, marketing, and sales. **Lifted average per-user engagement time ~18%; 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, and edge cases for duplicates, out-of-stock, and partial matches. Cut order entry for large orders from ~an hour to minutes. Shipped to 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.

AI - HANDS ON

- Figma–Claude sync (MCP):** Built a prompt-only workflow that creates and edits a design system in Figma through Claude, using the Figma MCP server.
- Daily research agent:** Built an agent on the Claude API that sends a daily brief on AI developments relevant to product work.
- Knowledge system:** Studied and implemented Karpathy's "second brain" pattern locally to organize product research and job-search materials.

SKILLS

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

AI: Claude API, agents, MCP (Figma), prompt-driven workflows.

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

AdoptMeIL - Product Manager (Volunteer) 2026 – Present

- Run discovery, write MRDs/PRDs, and deliver releases for an animal-adoption nonprofit. Defined a post-adoption flow (local vet search, pet-care guidance) and broadened the target audience from adopters to all dog owners based on user research.

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