

Guy Amar

Product Designer · B2B SaaS · PM scope · Builds with AI

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Product designer with 6 years on complex B2B SaaS: bulk ordering, merchant dashboards and analytics, across two surfaces with separate design systems. I take a feature from the problem to the release: deciding what to build and why, designing it, writing the spec engineering builds from, and building working versions myself with AI. Technion-certified PM.

EXPERIENCE

City Hive Inc. - Product Designer (PM scope) · Tel Aviv – NYC 2020 – 2026

B2B SaaS commerce platform for beverage retailers and distributors (4,500+ merchants). Designed across the merchant dashboard and the customer storefront.

- **Bulk CSV order upload.** Reframed a request for an API endpoint into a recovery-first import flow (file → map → validate → submit) on both surfaces. Only 41% of uploads matched on the first try; the review-and-retry loop now recovers 74% of failed rows. A 100-item order dropped from 58 minutes by hand to 2–10 minutes. Shipped to 200+ distributors.
- **Analytics overview.** Rebuilt a 30-number data dump around the five questions a store owner asks, and brought in-store (POS) sales, often a store's biggest channel, into the overview for the first time (2 → 5 sales channels). ~36% of dashboard users opened it within 28 days of launch.
- **Distributor single merchant page.** Used customer calls and support chats to decide what information distributors actually act on, turning an unstructured data view into a focused account overview.
- **Customer storefront.** Designed the multi-brand storefront (homepage, product pages, cart), themed per retailer and live on 4,500+ retailer sites.
- **Product ownership.** The design team ran product. I wrote PRDs and implementation specs for 100+ shipped features, prioritized work with 15+ developers inside sprints, and worked directly with the CEO, sales and CS on what to build next.

AdoptMe IL - Product Manager (Volunteer) 2026 – Present

- **Discovery to release.** Own discovery, MRDs, PRDs and releases for a pet-adoption nonprofit. User research led to a post-adoption flow (vet search, care tips) and widening the audience to all dog owners.

BUILDING WITH AI

- **guyamar.com.** Designed and built my portfolio end to end with Claude: page builds through MCP, custom interaction code (light/dark theme, animated product demo, full-screen menu) and link-preview tags.
- **Figma MCP.** Connected Claude to Figma through MCP to update and sync design-system components by prompt.
- **Claude API.** Built a personal daily brief agent on the Claude API. Prototype UI with Figma Make and Claude.

SKILLS

UX: user flows, information architecture, interaction design, error and edge-case states, prototyping, cross-platform design

Design: Figma (components, variants, prototyping), Figma Make, Adobe XD, Illustrator, Photoshop

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

Product & data: Discovery, MRDs, PRDs, prioritization, Jira, Mixpanel, Google Analytics, HubSpot, MongoDB Charts

Languages: Hebrew (native), English (fluent)

EDUCATION

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

Certified Product Manager - Technion, Haifa 2025 – 2026