

# Sasha Zabersky

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I'm passionate about how great products make sense of things. My professional and personal goals are to carry that over and make everything easy, simple and fun. In short, getting people excited.

Let's do amazing things together!

## **Product Manager, UX,UI, Alison.AI**

**01.2023- present**

Tel Aviv, Israel

Alison is the world's best AI-powered video creative analysis platform. Its unique SaaS technology allows businesses to identify their top-performing elements in creatives, get full-funnel data, and perform intelligent competitive analysis.

As a single product manager I was tasked with planning the road map, overseeing it's implementation and constantly optimizing the user experience and interface of a data heavy BI system

- Led and initiated the adoption of an API-first approach, resulting in a successful penetration of an untapped market segment and client retention.
- Led the development of an AI-based capability that accurately predicts competitors' creatives' CTR, serving as a key value proposition and a driving force in closing major deals.
- Established the process and infrastructure for data analytics leading to development and optimization of key product features.
- Writing and successfully preparing the submission for the Israeli Innovation Authority
- Defining and prioritizing the daily and weekly tasks of the creative, dev and the VA teams in Israel and the Ukraine

## **Carpenter**

**02.2020- 01.2023**

Welcome to take a look ;) [https://www.instagram.com/babe\\_the\\_builder/](https://www.instagram.com/babe_the_builder/)

Reason for leaving: I'm a terrible business woman :)

## **Product Management, UX/UI consultant**

**06.2018- 01.2021**

Freelance, Herzliya, Israel

Providing a broad spectrum of consultation to companies on product ideation, definition, specification and development.

Among the companies I've worked with:

- **2bPrecise, MedTec:** Product, UX and UI services for a desktop app aggregating lab results data and adding a layer of information for EMR's
- **Nuance Hearing, MedTec:** Product and UX prototyping for a hearing device app
- **Applitoools, Visual QA SAAS:** Product, UX and UI services for a new visual QA product

Reason for leaving: Wanted to be a full time carpenter :)

## **Mobile Product Manager, Magisto**

**04.2017- 06.2018**

Nes Ziona, Israel

Magisto is the only complete video marketing platform powered by A.I. making it the fastest way to create, distribute and optimize video. It had recently crossed the 100,000,000 users benchmark.

As mobile product manager I was responsible for the ideation and execution of the company's top grossing platforms vision

- Produced detailed PRDs, defining, prioritizing and overseeing the execution of tasks and features
- Conducted user testings and product demonstrations for clients, that translated to product optimizations
- Performed countless A/B tests on pricing UX and UI to constantly improve user engagement and monetization

- Managed the daily and weekly tasks of the creative and dev teams, both in Israel (iOS) and the Ukraine (Android), including bi-monthly visits to the Ukraine

Reason for leaving: Wanted to explore carpentry while working part time.

**Director of Product, Head of Creative, MyPermissions**

**02.2013-09.2016**

Tel-Aviv, Israel

MyPermissions was founded in 2012 and quickly became the leader in personal information privacy. As director of product, I led and executed the vision of the founders over desktop, Android and iOS platforms throughout the product lifecycle.

- Produced detailed PRDs and managed the releases of 3 new versions of the product across all platforms, including new features, new infrastructure and new UX/UI.
- Initiated product improvements and new features based on analytics and user behavior
- Lead the execution of the company's vision and roadmap in collaboration with biz dev and partners.
- Managed the daily and weekly tasks of the creative and dev teams, defining, prioritizing and overseeing the execution of tasks and features

Reason for leaving: The startup closed

Additional Work Experience:

**UX/UI Director & Product Manager, La-mark** Herzliya, Israel

**Design Lead, ooVoo** Rehovot, Israel

**UX/Product Designer, Seeking Alpha** Ra'anana, Israel

**Graphic Artist, Beyond the Rack** Montreal, Canada

Education:

**Natural Sciences & Biochemistry , The Open University 2004-2008 Haifa, Israel.**