Guy Aviv

Product & Project Manager | AI-Assisted Builder

PORTFOLIO
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SUMMARY

Technical product and project manager with 4+ years at BSX owning **8-10 B2B and B2C client accounts at a time**: discovery, PRDs, UX, QA and release across automotive, healthcare and consumer mobile. Hands-on AI builder: I use Claude Code and agentic workflows to turn requirements into **working prototypes**, and I ship my own products, including an end-to-end-encrypted web app gated by 105 automated tests.

SKILLS

Product	Product discovery, PRDs, user stories, acceptance criteria, roadmaps, UX research, usability testing, wireframing (Figma, Figma Make, Balsamiq), stakeholder management, Agile/Scrum
AI	Generative AI, LLM-powered products, AI agents and agentic workflows, prompt and context engineering, rapid prototyping, AI-assisted development with Claude Code, NotebookLM
Delivery & Tech	QA and UAT, release management, Google Play Console, App Store Connect, ASO, CI/CD (GitHub Actions), JavaScript, HTML, CSS, SQL, Python (basic), Cloudflare, Jira, ClickUp

EXPERIENCE

Product & Project Manager, BSX Ltd, Holon — Mar 2022 - Present

- Own **8-10 concurrent client accounts** from discovery and PRD to QA and app-store release (Google Play, App Store), and shipped 6+ launches with developers, designers and QA.
- **Halley** (automotive B2B): designed the rental-fleet expansion that opened a new customer segment (car-rental companies) and reworked flows to cut recurring bug volume.
- **Mushgach+** (Android, 3,000+ daily active users): solved device-level compatibility failures on Chinese OEM phones, working directly with Google.
- **Geffen Medical** (B2B healthcare): led feature rollouts and the support process for a diabetes patient-care platform.
- Use Claude Code daily for PRDs, **clickable prototypes**, test plans and QA scripts, so clients react to a working product instead of a document.

PROJECTS

Full case studies at guyaviv.pages.dev

- **Vinomate** (AI sommelier kiosk, client) demo on request. Wrote the PRD for an LLM-powered wine-recommendation kiosk with 3 interfaces and 5 user roles, and built the interactive prototype with Claude Code through **10 client iterations**.
- **Tongue-diagnosis health app** (client) wireframes on request. Audited **60+ screens across 17 flows** and logged 20 issues before development, then wrote the PRD and wireframed a 22-screen family-profiles flow.
- **HeChatzer** (own product) hechatzer.pages.dev. End-to-end-encrypted PWA for group lists and turns. **105 automated tests** gate every merge in CI, and it runs at ₪0 a month up to ~1,000 daily users.
- **Squad Journal** (own product) squad-journal. Auto-updating PUBG stats site for my gaming squad on Cloudflare Workers. Plus 17 custom AI agent skills that run whole workflows in Claude Code.

EARLIER EXPERIENCE

Wedding & Events Photographer and Creative Producer, self-employed, brief to delivery — 2013 - 2022

Head of Commander's Office, IDF Infantry School, ran the daily agenda; trained as infantry rifleman (03) — 2010 - 2013

EDUCATION

Product management courses: UX/UI, product strategy, SQL

Full matriculation, Hadash High School, Herzliya

LANGUAGES

Hebrew native, **English** fluent

Russian fluent, **Arabic** intermediate