

TOMER MIARA

Product Manager

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Architected, built and deployed a multi-tenant client-facing analytics platform solo at Krembo Rebels, six live data sources and two permission tiers, now running in production. Monitors the full funnel after launch, runs stage-level testing to isolate where users drop off, and makes prioritization calls from the data. Launched a crisis-response platform that reached approximately 40,000 people in under 2 weeks. Sole Product Manager from Stage 0 launching an event management platform that processed \$60K+ in transactions within its first live event.

EXPERIENCE

Krembo Rebels

Digital agency · May 2024 - Present

Product, AI & Automation Consultant · Part-time · Jan 2026 - Present

- Architected, built and deployed a multi-tenant client analytics platform solo, from validated MVP to live production, directing Claude Code across Supabase, GitHub and Vercel. Remaining features sit in a prioritized backlog pending evidence from current usage.
- Consolidated 6 live data sources into one comparative layer behind a two-tier permission model, agency admin vs. scoped client views, designed for non-technical teams to onboard clients without engineering support.
- Developed and deployed 2 internal LLM-powered tools now used daily by non-technical teams, writing and tuning the prompts and benchmarking output against work the team had already published: article publishing lead time cut 75%, manual reporting hours eliminated.

Product Manager · Full-time · May 2024 - Jan 2026

- Owned delivery, account roadmaps and stakeholder communication across 12 concurrent client accounts spanning fintech, e-commerce and real estate, increased from 8 under prior leadership, by restructuring planning and prioritization frameworks in Monday.com.
- Lifted conversion approximately 20% on every funnel redesigned across Krembo's digital magazine, owned end to end as a product: instrumented the full path from ad impression to submitted lead, ran stage-level A/B testing to isolate where drop-off occurred, then redesigned ad creative, hook placement, questionnaire design and CTA visibility against the result, with client lead-quality feedback closing the loop.
- Grew daily signups from 3 to 15 within a month on a client's secondary-shares trading platform: redesigned the onboarding flow, shortened the path, replaced open questions with structured options, added process transparency and repositioned the primary signup CTA, sequencing the acquisition roadmap so each campaign launch followed the product change it depended on.
- Directed cross-functional teams of copywriters, designers, campaign managers and developers across concurrent client workstreams, prioritizing bandwidth against delivery commitments.

Product Manager (Freelance) | Nura Events

Event management platform (web, iOS, Android) · Jan 2026 - Jul 2026

- Served as sole Product Manager from Stage 0, owning the feature roadmap and backlog and leading a 6-person distributed freelance team (5 developers and QA) across 4 time zones to launch an end-to-end web and mobile event management platform. Processed \$60K+ in platform transactions within the first live event, replacing a legacy offline flow with a fully digital system for reservations, guest lists and payments.
- Authored the end-to-end Product Requirements Document (PRD) and designed high-fidelity Figma screens for a dedicated fundraiser sub-product, architecting dual-payment routing from discovery to engineering handoff; prioritized what was built first against what was deferred, reporting to direct management as primary stakeholders.

Product Manager Intern | DcentraLab

Web3 and blockchain products · Part-time · Jan 2025 - Mar 2025

- AI Agent Builder (Stage 0): conducted secondary market research and competitive analysis, co-authored the V1 PRD with the Head of Product, designed UX flows in Figma and delivered the V1 scope for engineering handoff.
- API Index: co-authored API technical specifications and PRDs, developed the go-to-market strategy and defined the pricing model cross-functionally.

Product Lead (Volunteer) | Hamal Ezrahi

Humanitarian crisis response · Oct 2023 - Jan 2024

- Self-initiated a rapid crisis-response effort to fix a service-routing gap for evacuees in Eilat following October 7th; designed and launched a web platform operational in under 2 weeks with an all-volunteer team, using existing infrastructure to meet strict time constraints.
- Conducted 25+ field discovery interviews with hotel managers, city welfare departments and community leaders and translated them into a delivery roadmap; recognized that high-stress environments blocked digital self-service and strategically deployed volunteers directly into hotel lobbies as the primary adoption touchpoint, reaching ~70% adoption among approximately 40,000 evacuees served.

EDUCATION

Pratt Institute, New York - B.A. Industrial Design - GPA 3.9 - Presidential Merit Award, Highest Honors - 2023

Central Saint Martins (UAL), London - B.A. Product & Industrial Design (2 years) - 2020

Google - UX Design Professional Certificate

SKILLS

Product: PRD Writing · Roadmapping · Backlog Management · User Discovery · Prioritization · A/B Testing · Product Analytics · Figma · Go-to-Market (GTM)

Delivery: Cross-functional Coordination · Stakeholder Management · Sprint Planning · Agile/Scrum · Scope & Requirements · Monday.com · Linear

AI & Technical: Claude Code · Make.com · n8n · GenAI · LLM APIs · API Integration · Supabase · GitHub · Agentic Workflows · Webhooks

Languages: English (fluent) · Hebrew (native)