

YAM COHEN

Product Manager & UX Specialist

Seasoned Product Manager with a strong track record in identifying customer needs and delivering innovative solutions. Skilled at bridging technology and business, driving product development from conception to launch. Proficient in agile methodologies and data-driven decision-making, ensuring products exceed market expectations.

CONTACT

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Website: yamcohen.com

SKILLS

Product Lifecycle Management (PLM)

User Experience (UX) Design

Data Analysis & Metrics

Road mapping & Strategy Planning

Agile & Scrum Methodologies

Market Research & Analysis

Technical Understanding

Financial Acumen

LANGUAGES

Hebrew - Native

English - Fluent

EDUCATION

**B.A Business Management
& Systems Analysis Expertise**

Netanya Academic College, 2015 - 2018

COURSES & CERTIFICATIONS

UX/UI Specification & Design

84 Hours, Mentor Academy

Become A Product Manager

+15 Hours, Udemy

Modern JavaScript

+21 Hours, Udemy

HTML5, CSS & Bootstrap

+22 Hours, Eduonix

C# & Unity

+30 Hours, Udemy

Professional Experience:

Lead Product Manager

Nov 20 - Present

ThriveDX

Educational web platform for Cybersecurity hands-on training

- + Conducted market research to identify customer needs and developed product roadmaps.
- + Analyzed KPIs and user feedback to monitor product performance and make data-driven decisions.
- + Supported strategic initiatives in collaboration with internal and external stakeholders.
- + Managed full product lifecycle including research & development, design, launch, and maintenance.

Projects

Interactive Certifications

Implemented an interactive certification system allowing for customizable challenges, facilitated time-bound student test submissions, and enabled instructors to review and verify outcomes.

Zoom Attendance Integration

Developed Zoom API integration for capturing classroom attendance and designed dashboards for visualization.

Back Office - LMS & CMS

Led the development of a comprehensive Learning Management System and Content Management System.

Product Manager

Mar 20 - Nov 20

Smarti

Innovative cloud-based HR system for businesses and corporations

- + Recommended and implemented solutions based on business analysis.
- + Identified product gaps and generated innovative ideas to expand market share.
- + Collaborated with marketing and sales teams to convey customer demands.
- + Coordinated and participated in promotional activities and trade shows.