Sasha Zabersky

zverya@gmail.com | 054-7531855 | linkedin/sashazabersky | https://www.zverix.com/

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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!

UX,UI, Product Manager, Alison.AI   01.2023- present

Alison is an AI-powered video analysis SaaS platform. As a single UX/UI person and product manager, I was tasked with planning the roadmap, overseeing its implementation and constantly optimizing the user experience and interface of a data-heavy BI system

- Led and initiated the rebranding and redesign of the entire system
- Planned and implemented UX and UI solutions for new features
- Optimized the interface based on user testing ad analytics
- Defined and prioritized the daily and weekly tasks of the creative, dev, and the VA teams in Israel and the Ukraine

Carpenter (self-employed)   02.2020- 01.2023

Welcome to take a look ;) https://www.instagram.com/babe_the_builder/

Product Management, UX/UI consultant   06.2018- 01.2021

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 EMRs
- **Nuance Hearing, MedTec:** Product and UX prototyping for a hearing device app
- **Applitools, Visual QA SAAS:** Product, UX, and UI services for a new visual QA product

Reason for leaving: Wanted to be a full-time carpenter.

Head of UI/UX and Mobile Product Manager, Magisto

04.2017- 06.2018 Magisto is a complete video marketing platform powered by AI. As a mobile product manager, I was responsible for the ideation and execution of the company's top-grossing platform vision

- Conducted user tests and product demos for clients, and translated them into 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

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
- Led 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**
- **Design Lead, ooVoo**
- **UX/Product Designer, Seeking Alpha**
- **Graphic Artist, Beyond the Rack**

Skills
- **Adobe suite**
- **Axure/Figma prototyping**
- **Analytics tools (Google Analytics, Hotjar, Mixpanel)**
- **Project management tools (Clickup, Jira, Monday)**

Education:

Natural Sciences & Biochemistry , The Open University 2004-2008