Royei Shaabon

Forward Deployed Engineer

Shaabon.royei@gmail.com

LinkedIn Git 054-2412222

About Me

Product builder who ships production systems end to end, from spec to working software, using agent-based development workflows (Claude Code, Codex). Leads a B2B data platform hands-on with its dev team, independently designing and building full-stack products (TypeScript, SQL).

Skills

- **Development:** TypeScript, SQL, Node.js, REST API design, LLM tool-calling & agent orchestration (Claude), data pipeline design, prompt engineering
- **Product:** User Research, Competitor Analysis, Product Analytics, Wireframing
- **Tools:** Jira, Figma

Courses

- **Product Management:** ProductGO (2025) | 360 hours
- **Venture Capital Analysis:** Cactus Capital (2025) | 30 hours
- **Entrepreneurship course:** MaofTech (2023-2024) | 70 hours

Volunteering

- **HaGal Sheli Association:** Surf instructor for at-risk and special-needs youth (2025-Present)

Languages

- **Hebrew**: Native
- **English**: Fluent

Professional Experience

Product Manager 2025-Present
Matrix DNA

- Led full product turnaround of a B2B data platform, driving **11× growth** in monthly active users in 9 months by rebuilding trust and stabilizing the core workflow.
- Defined the **product strategy and roadmap**, aligning stakeholders across business units around a unified direction.
- Consolidated users' daily workflow from **8 systems into 4** through targeted integrations.
- Works day-to-day with the engineering team - scoping technical tasks and handing them off for development.
- Took the product **from MVP to product function** from the ground up: established product analytics and scaled the team with design, CSM, and analytics roles.

Founder 2024
BLISSe - AI Based Nightlife App

- Launched BLISSe solo - designed and built the working MVP end-to-end using GenAI dev tools, from Figma prototypes to a live testing environment.
- Founded a **mobile marketplace** for personalized nightlife discovery, using AI-based matching to connect users with venues. Selected for the **AWS Founders Club** program.

Sales Representative 2021-2024
Max It Finance

- Sold complex credit products to ~350 customers/month through ~120 daily outbound calls, with **~30% being new acquisitions**.
- Conducted rapid **needs analysis** in cold conversations to recommend tailored financial solutions, navigating objections and regulatory constraints in real time.
- Selected as the sole representative for the Crypto Cashback pilot, **identifying user needs** in the field and shaping product iterations alongside the project lead.

Independent Products

- **Agent Dev Team** (2026)
  Specified and built a multi-agent development team that writes code, works with GitHub, and communicates via Telegram.
- **Logistics Data Collector** (2026) | 50 active users
  Specified and built a data-collection web app for field operations teams.
- **Military Shift Manager** (2025)
  Specified and built a workflow tool for reserve unit shift schedules.

Military Service

Sayeret Nahal 2019-2021

- Led a team of 16 soldiers, overseeing training and operational activities.
- Planned and coordinated a field project, managing resources and execution across multiple stakeholders.
- Completed a 14-month advanced combat training program in a reconnaissance unit.