Zalman Friedman

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Work Experience

Director of Product

Neon One, SaaS Peer to Peer Fundraising & Merchant Gateway Product
2014-2026

- Developed and executed the product vision and strategy for Rallybound's entire product portfolio to bring Rallybound to a 5x valuation within 4 years, leading to a successful acquisition by Neon One in 2018.
- Managed the engineering team and expanded it from one team of two engineers to three teams of twelve engineers, plus designers and QA analysts, all working in a flexible agile framework that enabled the company to respond to customer needs quickly while furthering the product vision.
- Served concurrently as Product Manager, Product Owner, Scrum Master, and UI/UX Designer.

Senior Product Manager

2018-2026

- Designed and maintained the product roadmap. Conducted regular strategic reviews with internal and external stakeholders to inform roadmap decisions. Employed discovery methods like market research, user research, data analysis, win/loss analysis, and others, to inform the product vision and roadmap.
- Led the iterative development of multiple products and features using A/B testing and experimentation to determine optimal versions to deploy, including implementation of product solutions that were instrumental in the signing of multiple "Philanthropy 400" enterprise nonprofit customers.
- Led the research, development, and launch of multiple AI initiatives, including internal tools to assist with engineering and customer support, as well as customer-facing tools for robust and intuitive reporting.
- Led the research, development, and launch of over 20 payment processor integrations, as well as multiple payments-related features, including: tokenization, a robust recurring payments system, international currencies, ACH, PayPal, Apple and Google Pay, one-click payments, fraud mitigation and prevention, and more.
- Led the design, research, development, and launch of a comprehensive identity management system that currently manages over 5 million users. The system includes features like self-service user management, role-based access control, returning user flows, multiple user management, multiple single sign-on integrations and multi-factor authentication, variable password policy enforcement, fraud prevention, and more.

Product Owner
2016-2026

- Led the design, development, and launch of over 150 features and product initiatives, from research and ideation to scoping and estimation, design, development, and release.
- Defined comprehensive user stories, requirements, and release notes for thousands of features, tasks, and bug tickets.
- Responsible for prioritization of key bugs, client-sponsored work, product roadmap delivery, and third party partner development.
- Designed, implemented, and managed agile development workflows and processes in Jira that enabled engineers to iterate and deploy quickly, efficiently, and happily.
- Developed, wrote, and designed product marketing materials, in collaboration with marketing teams, for product launches and email marketing campaigns.

UI/UX Designer and Head of Implementation
2014-2026

- Designed hundreds of UX/UI interfaces currently in use in Rallybound's software.
- Developed implementation methodology and delivery to onboard 200+ customers onto the Rallybound platform, including designing and launching 250+ customer websites.
- Designed, architected and maintained all of Rallybound's support documentation/knowledge base, which currently boasts 650+ articles.

Graphic Designer

Self-employed
2005-2014

- Designed marketing materials for hundreds of clients, including brochures, flyers, booklets, mailers, and more.
- Served as art director and typesetter for multiple book projects.
- UX design: designed a full-featured site builder app, and a communication app for educators.
- Designed a marketing website and then built it using HTML and CSS.

Elementary School Teacher

Cheder Menachem, Los Angeles
2010-2019

- Taught Talmud and Judaic studies to 5th and 6th grades.
- Developed, designed and published 4+ multi-layered curricula for Talmud studies along with other supporting publications.

- Developed an education model and coached other educators on how to adopt and implement it in their classrooms.

Education

Rabbinic Ordination

Rabbi Dovid Schochet, Toronto Ontario
2005-2010

Skills

Product management, product planning/strategy, roadmapping, agile/scrum/kanban, AI, UX and UI design, graphic design, Adobe Creative Suite, Figma, HTML, CSS, writing and communication, customer support and onboarding, project management, technical documentation, support documentation, marketing communication and design, product marketing, people management, workflows design and implementation, Jira, JQL, Groovy, teaching.

Certificates

- Certified Scrum Product Owner, *Scrum Alliance*