



GUY KEDAR

Product Manager | UX Expert

Professional Summary

Product Manager & UX Designer with 10+ years building data-driven digital products.

Specialized in UX, gamification, and simplifying complex systems into intuitive user experiences.



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Jerusalem, Israel

Expertise

- Product Strategy
- UX/UI Design
- Data Analysis
- AI & Automation
- Agile & Scrum

Experience

Enforcement and Collection Authority - Jerusalem 2025 – Present | Product Manager

- Lead internal digital products in a regulatory environment
- Own backlog, prioritization, and delivery
- Work with Salesforce and enterprise CRM
- Improve UX and efficiency with AI and automation

Magic Kass - Jerusalem, Israel

Product & Media Manager | 2020 – 2025

- Built TikTok-style app (3K+ users in 5 months)
- Increased online sales by 52%
- Rebuilt failing ticket site and drove 52% growth in online sales.
- Integrated AR/VR games in apps.
- Built Kass-Land site with a hotel booking feature and RFID.

ExperTeam – Kfar Smaryaow

Product Designer / Manager | 2015–2020

- Delivered +50 multimedia learning projects (avg. rating: 9.3/10).
- Produced 2D animations in a playful illustrative style.
- Built shirt design software with live customization.

888 / Random Logic – Herzliya Pituach, Israel

Front-End Developer & game UI | 2008–2013

- Developed +20 games for Facebook and casino platforms.
- Designed custom UI/UX for bingo and slot games.
- Led BTC brand integrations, customizing lobby game & UI.
- Reduced game load times by 35% through asset optimization.

Education

- Product Experts – Expert Product Program (2024)
- Unity & 3D Game Dev – Online (2018)
- John Bryce – Android App Dev (2016)
- Sapir College – UX & Interactive Media Design Program

Career Highlights

- Boosted online sales by 52% at Magic Kass
- Launched a viral TikTok-style app with 3K+ users
- Created a personal Instagram bot with smart automation
- Monetized of over 30 games for global platforms

[guy-kedar on LinkedIn](#)