Ronen Hirsch – CV

| iamronen@iamronen.com | +972 54 822 3042

Product leader and technologist combining product strategy with hands-on design and software development. Founded and ran independent ventures, and most recently led product strategy, discovery, and design at Open Collective.

For a product management portfolio see: product.iamronen.com

2026 – present: **Paturn, Personal Project**

A drawing application for intuitive drawing using geometric patterns based on symmetry and repetition (in development, launching December 2026).

- Designed the information architecture, the interaction design, and the model and rules behind the pattern rendering engine.
- Orchestrating specialized AI agents to develop and deploy the application across design, architecture, engineering, and operations.
- Developed a structured, sequence-based approach to LLM-assisted software development, using incremental instructions and continuous validation.

2024 – 2026: **Product Lead, Open Finance Consortium** opencollective.com
2022 – 2024: **Senior Product Manager, Open Collective**

Open-source B2B2C financial platform serving thousands of groups, with tens of millions of dollars held by fiscal hosts. Fully remote, non-hierarchical team. The platform and team transitioned from Open Collective to Open Finance Consortium in 2024.

- Owned the product roadmap and strategy.
- Contributed to organization-wide strategic decisions as a member of the leadership team.
- Shifted the product's focus from end users to fiscal hosts, the paying customers. Directed research into their needs, which led to a dedicated host admin product.
- Introduced and adapted Shape Up practices to support more deliberate and strategically aligned product planning and decision-making in a distributed, non-hierarchical organization.
- Designed and built an internal tool to coordinate product work across teams.
- Led product discovery and design from concept through delivery, including:
  - A traceable, exportable financial ledger that improved transaction clarity and accounting reliability.
  - A redesigned payment-request flow for users with limited financial experience, reducing submission errors, fiscal hosts' administrative workload, and time to payout.
-

2012 – 2022: **Founder & Web Developer, Cutia Taranului** cutiataranului.ro

Founded and ran a community-supported agriculture initiative, building and maintaining the digital platform used for subscriptions and operations (at its peak dozens of local producers delivered food to hundreds of customers).

- Led information architecture, hosting, and long-term system maintenance
- Technologies: WordPress (themes & plugins), hosting, information architecture

2010 – 2024: **Web Designer & Developer, Yoga Studies** yogastudies.org

Designed and built an educational platform linking texts to a central Sanskrit dictionary, using custom WordPress themes and plugins.

2010 – 2022: **Independent Retreat and Applied Learning (Romania)** bhudeva.iamronen.com

Combined independent software and community projects with hands-on work in earth-based construction, woodworking, and gardening.

2007 – 2010: **Founder, Product Designer & Developer, SweetClarity** about SweetClarity

Prototype art content delivery system bringing visual art to public screens as an alternative to advertising (born from years as a photographer).

- Designed and built end-to-end product prototypes (authoring tool + playback system)
- Developed backend and frontend systems for media presentation
- Conducted artist and investor outreach
- Technologies: HTML, CSS, JavaScript, PHP, MySQL, Flash / ActionScript

2004 – 2009: **Software Design Consultant, Max Interactive / Freelance**

- Led conceptual product design and UX/UI definition
- Supported pre-sales and market research efforts
- Managed client projects and external collaborators

1999 – 2004: **Head of Information Technologies, Hadassah College Jerusalem**

Led a 15-person team across IT infrastructure, support, and software development. Directed the development of a custom web-based academic information system and managed budgets and procurement.

1997 – 1999: **Systems Analyst, Tikal Software Industries**

- Specialized in systems analysis and database design
- Led a 3-person UML/RUP systems analysis team
- Supported presales and custom framework development

1992 – 1997: **Technical Team Lead, Israeli Ministry of Education**

- Established a technical QA process for educational software products
- Established and led a technical QA team
- Developed internal IT systems (Microsoft Access) and organizational processes

Education

2020 – now	Samkhya Philosophy (self study)
2008	Web Development HTML, JavaScript, CSS, PHP (self study)
2004 – 2007	Yoga Teachers Training
1996 – 2001	B.Sc. Social Sciences (Open University of Israel – distance learning)
1988 – 1990	High School Electronics Major