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Product Delivery · Technical Operations · AI Workflow Automation

PROFILE

Founder and project manager based in Portugal, delivering products and digital projects end to end. Runs an independent studio serving seven small-business clients since 2023, covering delivery, technical support and all business administration. In 2026 founded and shipped two products by directing AI agent workflows and reviewing every output, owning product decisions, deployments, quality assurance and compliance. Earlier: IT lead at an investment company, a HubSpot CRM rollout in Israel, technical and process roles in Germany, and twelve years of international festival production managing crews, vendors and budgets. Works in Arabic, German, English and Hebrew.

EXPERIENCE

Founder & Project Manager | SumaFix

January 2023 - Present · Portugal · Independent, remote

- Delivered websites end to end for seven small-business clients: design, build, content, photography, SEO, hosting and domains.
- Built and integrated business features including online ordering, table reservations and a dynamic long-distance fare calculator.
- Ran Meta and Google Ads campaigns and tracked performance in Google Analytics.
- Handled all business administration: quotes, invoicing, payment follow-up, supplier payments and coordination with a certified accountant.
- Selected projects: chamburger.fr - restaurant relaunch with online ordering and reservations; taxijaune.fr - taxi and chauffeur company with fare calculator, SEO and ongoing support.

Founder | Systmize

June 2026 - Present · Portugal · Independent, remote

- Building a subscription-management product for the EU market across iOS, Android and web, targeting launch by the end of 2026.
- Own product scope, architecture decisions, pricing and tier model, deployments, device testing, and app-store, GDPR and EU VAT compliance.
- Direct AI agent workflows and review every output, working to a written decision log, pre-commit checklist and pre-release compliance gate.
- Stack: React Native and Expo, Supabase, RevenueCat, Next.js, Cloudflare. Live at systmize.net.

Founder & Operator | Room84

July 2026 - Present · Tábua, Portugal

- Built and run an AI-assisted resale operation: item capture, automated extraction, pricing and image processing, a review dashboard, and publishing to storefront, WhatsApp catalogue, Facebook and Instagram from a single action.
- Delivered a bilingual Portuguese and English storefront with consumer-law pages and Livro de Reclamações compliance.
- Stack: Next.js, FastAPI, Airtable, Cloudflare, Meta Commerce and Graph APIs. Live at room84.store.

Founder | MCK - premium jewelry brand (pre-launch, in stealth)

2026 - Present · Portugal · Independent

- Developing a handmade jewelry brand from design to manufacture: solid 925 silver, made-to-order gold, and a focused launch collection.
- Sourcing manufacturers in Portugal, Spain and France under NDA, negotiating sample quotes, and running a parallel in-house production path to de-risk the launch; Shopify storefront and brand identity built.

Chief of IT | AK Global Market

December 2017 - January 2019 · Israel · Investment and finance company

- IT lead responsible for coordinating internal technical staff, external vendors and client-facing delivery.
- Planned, scheduled and validated deployments and small releases, including testing and environment preparation.
- Managed change requests and assessed their impact on scope and timelines, following up with stakeholders to completion.
- Interpreted logs and technical feedback and translated issues into clear status summaries for non-technical stakeholders.

System Specialist | Batuta - Magic Arabia

2017 - January 2018 · Israel

- Mapped sales and customer processes into HubSpot workflows; supported rollout, data migration, user onboarding and training.
- Defined simple KPIs and management reports covering pipeline, customer follow-up and campaign results.

Process Specialist | Flash-U Agentur und Automaten

2014 - 2016 · Germany · Business-process mapping and workflow documentation

Festival Production & Process Design | Wanderzirkus

2010 - 2022 · Germany, Israel, Portugal, South Africa · Self-employed

- Production and process design for large-scale installations with an international build collective, including projects at Fusion Festival, AfrikaBurn, Pangea and Moyn.
- Managed budgets up to EUR 300,000 together with vendors, logistics, schedules and technical equipment.
- Coordinated multicultural crews of around 100 people on site, resolving risks and last-minute changes under time pressure.

Technical Support Specialist | Schauspielhaus Hannover

2010 - 2014 · Hannover, Germany · State theatre, alongside the IT apprenticeship

SKILLS & TOOLS

Delivery: Scoping, milestone planning, risk and change management, vendor coordination, stakeholder reporting, process design and documentation

Business administration: Quoting, invoicing, payment follow-up, supplier payments, accountant coordination, Portal das Finanças

Product & web: React Native, Expo, Next.js, Supabase, FastAPI, Cloudflare (Pages, R2, Workers), Airtable, Notion, WordPress, Wix, Shopify, HTML, CSS, JavaScript, PHP, MySQL, Python

Automation & AI: AI agent workflows with human review: custom agent skills, written decision logs, and automated extract-price-publish pipelines. Tools: Claude and Claude Code, Claude Design, ChatGPT, Codex, Gemini, GitHub Copilot, NotebookLM, OpenRouter, Zapier, Make, n8n, Telegram bots, webhooks

IT & support: Domains, DNS, hosting, SSL, email routing, deployments, log-based troubleshooting, Windows, macOS, Linux

Marketing & CRM: HubSpot, Meta Ads, Google Ads, Google Analytics, SEO, Search Console

Office & design: Excel, Google Sheets, Google Workspace, Photoshop, Illustrator, GIMP

EDUCATION & TRAINING

Apprenticeship, IT Project Management - Sabine Blindow Schulen, Hannover, Germany | 2010-2013 (completed)

Computer and Electrical Engineering studies - Jordan University of Science and Technology, Irbid, and Hochschule Hannover

PRINCE2 Foundation - self-study in progress

LANGUAGES

Arabic (native) · German (fluent) · English (fluent) · Hebrew (fluent) · Portuguese (basic) · French (basic)