

ADAM MARK CHEIRIF

Product Manager & Designer

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PROFILE

Product manager and designer with a background in software engineering, focused on turning complex workflows into clear, usable products. I've owned design end-to-end — research, IA, prototyping, and visual design — across B2B and B2C platforms, and worked hands-on with AI-powered tools (OpenAI API) both to design and to build. My engineering background means I design with real technical constraints in mind and can communicate fluently with developers and product teams, which speeds up how fast ideas become shipped features.

EXPERIENCE

Product Designer, Product Manager & Developer — DERGEL Media 2023 – 2026

Full-stack product builder for a multi-product B2B/B2C data platform (executive-move intelligence, custom CRM, and enterprise reporting).

- Owned Product Design end-to-end across multiple live products — competitor and SWOT analysis, personas, flows and sitemaps, style guides, wireframing, user interviews, user surveys, and Figma prototyping.
- Designed and built **DERGEL Enterprise**, a centralized system powering AI-driven report generation (web-scraping + OpenAI API), a custom CRM, granular permissions, activity tracking/analytics, change logs, and automated revenue reporting — a complex, multi-role operational tool.
- Translated ambiguous business workflows into structured requirements, database schemas, and API plans — bridging product, design, and engineering on every feature; used AI tools (ChatGPT/OpenAI API) daily as part of the core design and build process.
- Built and shipped both B2C (subscription reporting) and B2B (automated custom data delivery) experiences on the same platform, balancing two very different user needs.
- Managed a QA tester and maintained release quality across a growing product suite (DERGEL media, DERGEL Cornerstone, DERGEL RPO, and an integrated Shopify storefront).

Freelance Product Designer — Adam Cheirif Design 2022 – 2023

- Partnered directly with clients to design tailor-made solutions, solving user pain points and business needs through research, information architecture, Product design, wireframing, and prototyping.

Backend Developer — Grocerkey 2017 – 2022

B2B company providing white-label ecommerce solutions for grocery retailers.

- Worked daily alongside product managers and a product designer to build and test complex B2B ecommerce websites and consumer/picker mobile apps.
- Translated design specs into production code, giving me a close, practical understanding of how design decisions play out in complex, multi-user systems.

Automation Engineer & Developer — PushStartups Orderapp 2016 – 2017

B2B/B2C food ordering and delivery platform serving the Israeli public.

- Developed and maintained an ordering chatbot that improved user experience by resolving order confusion in real time.
- Automated order communication with restaurant staff and data entry/bookkeeping, reducing operational overhead.

Android Intern — Glide Talk Summer 2014

- Built a custom Android video app to test and gamify novel person-to-person video communication experiences.

EDUCATION

Product Design — Designlab UX Academy 2022

- User experience design, responsive web design, branding, prototyping, usability testing, visual design, Figma. Projects: Instagram Pro (Instagram for professional foodies), Cultured Preservation (fermentation education/tracking), Zeit (future-of-travel e-commerce).

B.S. Computer Science — Lander College, Queens NY 2012 – 2016

- GPA 3.85, Dean's List. Object-oriented programming, computer methodology, data structures, databases.

SKILLS

- **Design:** UX Research, UI implementation, Wireframing, Prototyping, Usability Testing, User Interviews, Personas, Information Architecture, Figma
- **AI-Powered Tools:** ChatGPT / OpenAI API (design workflows, AI-driven features)
- **Product & Systems:** Database structure planning, API planning, complex B2B/B2C system design
- **Development:** JavaScript, HTML, CSS, SQL, WeWeb, Xano