

Tony Yemelyanov

Product Manager and AI Product Builder

Tel Aviv, Israel | Remote / relocation

| tonyyemelyanov24@gmail.com | [linkedin.com/in/tonyem](https://www.linkedin.com/in/tonyem)

PROFESSIONAL SUMMARY

Product Manager and hands-on builder with 5+ years creating B2B2C SaaS products at OpenWeb across product management and product design. Led OpenWeb Forums from concept through beta and public launch, owned strategy and delivery for a portfolio of web-based social products, and worked on AI, search, community, moderation, and platform products for global publishers. Combines product strategy, UX depth, technical fluency, and AI-assisted product building to turn ambiguous problems into products teams can ship and users adopt.

CORE EXPERTISE

Product leadership Product strategy, 0 to 1 products, roadmaps, discovery, prioritization, requirements, KPI definition, experimentation, go to market, product adoption

AI and technical LLM products, AI agents, semantic search, AI-assisted full-stack web application development, rapid prototyping, APIs, event instrumentation, technical trade-offs

Collaboration Cross-functional leadership, enterprise partners, stakeholder alignment, Engineering, Data Science, Analytics, Design, Marketing, Sales, Support

Tools Figma, FigJam, Jira, Notion, Miro, Claude, Codex, Cursor, ChatGPT, Base44

PROFESSIONAL EXPERIENCE

OpenWeb | Tel Aviv, Israel

Product Manager | March 2025 - October 2026

- Owned product strategy, roadmaps, priorities, and delivery for OpenWeb's web-based social product portfolio, including Conversations, Forums, and AI-powered community capabilities.
- Led Forums from concept and MVP definition through closed beta and public launch, coordinating Engineering, Data Science, Analytics, Partner Success, Support, Marketing, and commercial stakeholders.
- Delivered a product whose company-reported beta results reached up to 3x higher time on site, 2x+ growth in registered users, and 21%+ higher engagement across select publisher partners.
- Built the Social product strategy and Q2-Q4 roadmap after a major scope expansion, aligned skeptical stakeholders, and delivered most planned work while absorbing urgent enterprise partner commitments.
- Led product definition and execution for an LLM-powered community agent, semantic publisher search, taxonomy management, and Live Q&A, partnering with technical teams on model behavior, evaluation, APIs, measurement, and rollout.
- Resolved partner onboarding blockers by meeting directly with customers to uncover underlying pain points, proposing viable alternatives when direct solutions were not feasible, and delivering the approved solutions.
- Improved operating focus through weekly stakeholder updates, early risk escalation, clearer effort planning, and removal of 140+ obsolete backlog items; kept delivery moving without a dedicated product designer.
- Validated a PM-builder workflow by prototyping directly in the production codebase and independently shipping multiple user-interface components to production.

OpenWeb | Tel Aviv, Israel

Product Design Lead | August 2023 - March 2025

- Led product design for community products, a mobile SDK, and moderation SaaS, covering discovery, research, workflows, interaction design, prototyping, usability testing, and delivery with Engineering.
- Initiated Forums product discovery and acted as its product lead, defining the MVP scope, requirements, priorities, UX, user stories, and cross-functional kickoff for a new product line.
- Built and scaled a design-system foundation, raised product quality across platforms, and supported hiring, mentoring, and design-team process improvements.

PROFESSIONAL EXPERIENCE

OpenWeb | Tel Aviv, Israel

Senior Product Designer | September 2022 - August 2023

- Owned complex B2B2C product experiences from research and concept through specifications and release, balancing publisher needs, end-user usability, business goals, and engineering constraints.

Product Designer | August 2021 - September 2022

- Created user flows, wireframes, prototypes, and production specifications; ran stakeholder reviews and partnered closely with engineers to maintain product intent through implementation.

ENTREPRENEURIAL AND CREATOR EXPERIENCE

Yem Digital UX Academy | Remote

Founder and Product Lead | December 2018 - February 2024

- Built and operated an online design-education and creator business end to end, including product strategy, curriculum, platform UX, marketing, content, sales, and student support.
- Designed and delivered two-to-six-month UX and UI programs and mentored 150+ students from entry level through portfolio readiness and junior design roles.
- Grew an educational YouTube channel to 34,000+ subscribers and 1.6M+ views through 100+ hours of original content, using tutorials, reviews, and courses as the academy's primary lead-generation engine.

SELECTED PRODUCT BUILDING

- Published IconPilot, an installable Figma Community plugin, taking the product from problem discovery and UX through implementation and release.
- Built and tested full-stack web applications for EchoGrow and Rollo with AI-assisted development, covering product strategy, UX, prototyping, implementation, and iteration.
- Developed reusable agentic workflows for market research, product definition, PRDs, Jira-ready stories, stakeholder communication, and front-end prototyping.

EARLIER EXPERIENCE

Freelance UX and UI Designer May 2017 - December 2018 | Remote

YouTube Creator MacroGaming January 2013 - 2015 | Built a 48,000+ subscriber channel with 7M+ views

Graphic Designer 2010 - 2011 | Photo Studio | Beer Sheva, Israel

EDUCATION AND CERTIFICATIONS

Yandex Practicum Product Manager for Professionals with Experience | October 2025

Google and Coursera Google UX Design Professional Certificate | January 2025

Udemy Become a Product Manager | September 2022

The Rolling Scopes School JavaScript and Front End Development | February 2021

HarvardX on edX CS50 Introduction to Computer Science | September 2020

LANGUAGES

Hebrew Native or bilingual proficiency

Russian Native proficiency

English Full professional proficiency