Lia Rabin

Data Product Manager & BI Expert | UX/UI & Product Designer

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Data product manager, product designer and digital systems analyst with close to 20 years of experience in data and BI. I specialize in turning complex business needs into clear, intuitive and practical digital products, from specification and user experience to interface design, dashboards and B2B products. I combine deep business and technical understanding with product thinking and UX/UI design, and have experience leading projects end to end, working directly with clients and creating solutions tailored to their needs and to the goals of the organization.

EXPERIENCE

Independent Consultant | Data products & digital systems **2022 – Present**

- Lead the specification, planning and design of data products and digital systems for public and private organizations, from the business need to the final deliverable.
- Translate complex business needs into processes, interfaces and BI products, applying UX/UI principles to complex B2B systems.
- **Work closely with the client throughout the project: understanding the real need, aligning expectations and delivering the outputs the client asked for, to their full satisfaction.**
- Work with business users, management, development and data teams.

Selected clients: Israel Tax Authority, State Attorney's Office, Commission for Equal Rights of Persons with Disabilities, Home Front Command, Israir, Dolce Vita.

Project Manager & BI Systems Analyst | Meitav Investment House **2022 – 2025**

- Led cross organizational projects: regulatory interfaces, quality control and anti money laundering.
- Built a Self Service data model for the organization's clients and migrated MS Dynamics 365 operational reports.
- Specified DWH models (business and technical, S2T) and wrote complex queries in Qlik Sense and SQL Server.

BI Project Manager & Developer | Shufersal **2013 – 2022**

- Managed end to end BI projects for departments across the organization, from understanding business needs to development.
- Tools: MicroStrategy, Power BI, Teradata

Project Manager | QlikView Israel **2010 – 2013**

Managed and developed BI models in sales and engineering, including systems analysis and user requirements.

ETL & BI Developer | Leumi Card, HOT, Clal Finance **2007 – 2010**

Built DWH and ETL processes, reports and control systems.

SKILLS

Product design: Axure RP, Figma, Uizard, AI design tools

Data & BI: Power BI, Qlik, MicroStrategy, SQL Server, Databricks

Enterprise systems: Priority, Microsoft Dynamics 365

Expertise: Product specification, semantic layer and business processes, dashboard and UX design for complex systems, B2B product design

Client work: Understanding needs, aligning expectations, presenting deliverables and delivering to the client's satisfaction

EDUCATION & ADDITIONAL

UX course: User Experience Design, Technion

Software Engineering Practical Engineer diploma (MAHAT) and Teaching Certificate

Languages: Hebrew and English, both native | **Military service:** Soldier Welfare NCO