



Shahar Ashkenazi

Project Manager

Leading development teams and delivering end-to-end software projects. Looking to take on a role focused on team leadership and product execution in a growing tech environment.

Contact

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- Tel Aviv, Israel
- [Shahar Ashkenazi](#)

Education

- Oct. 2022 - Oct. 2025
B.Sc. in Information Systems
The Academic College of Tel Aviv-Yaffo.
Specialization: Digital Innovation.
- 2013 - 2016
Mekif -Yehud high school, Yehud

Skills

- Cursor
- REST APIs
- System Integrations
- Python
- Java

Tools

- Jira
- Asana
- Postman
- Git
- Firebase

Language

- Hebrew
- English

Experience

Target Systems | Oct 2024 - Present

Technical Project Manager

- Lead the end-to-end development lifecycle, from specification and planning through development, QA and release.
- Lead the day-to-day execution of a development team (5 developers), managing priorities, task allocation via Jira.
- Coordinate between client stakeholders and the development team, ensuring alignment between business requirements and technical delivery.
- Collaborate with developers on technical problem solving and system design decisions.
- Write and refine PRDs and technical specifications to ensure clear implementation of system features and product logic.

Comax ERP | Jun. 2021 - Jun. 2022

Sales Engineer

- Analyzed client business needs and translated them into tailored ERP solutions for retail organizations.
- Led product demonstrations and worked directly with clients to align software capabilities with operational workflows.

Projects

HeadUp | Product & Project Lead

Cherry Seed Entrepreneurship Program (Reichman University)

Nov 2025 - Mar 2026

- Built an Android MVP using Kotlin with sensor-based posture detection.
- Developed product concept, user experience and core functionality.
- Conducted user research and early validation with target users.
- Gained hands-on experience in entrepreneurship, business development and product thinking.

Carvertise | Location-Based Advertising App

Personal Project | 2025

- Built a mobile app that displays targeted ads based on user location.
- Developed geolocation logic to dynamically match content with real-time GPS data.
- Integrated backend data (JSON) to drive location-based content delivery.
- Focused on product experience, real-time updates and user interaction.

Military Service

Duvdevan Unit | 2016-2019

Commando Squad Commander | Duvdevan 217 & Mobility Unit 5515

- Active Reserve Service in the Mobility Unit**
- Led a team of 25 soldiers in operational and high-pressure environments.
- Led team operations and decision-making under pressure.
- Prepared and managed teams for complex missions.
- Developed strong leadership, responsibility and problem-solving skills.