

# Roei Ben Efraim

AI Builder and Solutions Specialist

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## SUMMARY

AI builder with a product manager's instincts. I co-founded MEMORA, an AI research platform built with Yad Vashem as design partner that won 2nd place in the Google and Israel National Digital Agency student contest and cut researcher workflows by about 60 percent. I also shipped Magpie, a production AI product I built solo, where I designed and built the AI pipeline and agent logic end-to-end. Hands-on with LLM APIs, AI agents, prompt engineering, and workflow automation. IAF special unit veteran.

## EXPERIENCE

### Co-Founder and Product Lead, MEMORA

2024 to 2025

*AI research platform built with Yad Vashem as design partner. 2nd place, Google and Israel National Digital Agency student contest.*

- Built and iterated on an AI solution end-to-end: designed the interface, built integrations, optimized prompts and knowledge base structures, and refined AI responses to meet domain expert standards.
- Adapted complex research methodologies into structured formats that AI systems could process, improving curator research efficiency by about 60 percent.
- Identified end-user needs through interviews and hands-on observation, then translated findings into system requirements and solution design decisions.
- Collaborated with researchers, academics, and technical partners to align AI capabilities with organizational workflows and compliance needs.
- Ran competitive analysis and evaluated AI model options, cost structures, and differentiation to guide product positioning and feature prioritization.

### Product Development Lead and Squad Commander, IAF (Special Unit)

2017 to 2021

- Led product characterization and implementation for the development department: gathered requirements from operational users, designed solutions, and managed delivery with engineering teams and civilian partners.
- Drove cross-functional coordination between technology teams, end users, and external vendors to implement and improve internal tools and systems.
- Provided hands-on training, guidance, and onboarding to users and team members on newly implemented solutions.
- Commanded a squad of soldiers, responsible for performance tracking, operational readiness, and mission execution.

## PROJECTS

### Magpie, Solo Production Project

2026 to Present

*Live AI product that turns competitor comment sections into ranked, evidence-backed content ideas.*

- Designed and shipped the full product solo: backend (Python, FastAPI, Supabase), frontend, and the AI pipeline that routes three Anthropic models by task.
- Built a niche-creation agent that calibrates verticals the system has never seen, building a structured understanding of each space so analysis stays accurate instead of generic.
- Made deliberate product decisions: an append-only audit log of every agent decision, and a visible-failure design that surfaces silent drops rather than hiding them.

### Business Automation and Knowledge Base System, Chasing Fun

2025 to 2026

*Final university project for a surf tour company.*

- Designed and implemented a unified knowledge base and CRM automation system using Make and Pipedrive, consolidating multiple data sources into one source of truth.
- Built automated flows for task assignment, knowledge management, and form-to-database pipelines to reduce manual work and improve data consistency.

## EDUCATION

### B.A. Information Systems Management, Ben-Gurion University

2023 to 2026

Relevant coursework: AI Challenges, Databases (SQL), Systems Analysis and Design, Business Intelligence, Data Analysis, Project Management, Entrepreneurship.

## CERTIFICATIONS

Postman API Fundamentals Student Expert, Postman (2025) | n8n Certification Course Level 1, n8n | Languages: Hebrew (Native), English (Fluent)

## SKILLS

**AI and LLMs:** Anthropic Claude API, multi-model routing, AI agents, prompt engineering, RAG and knowledge base design, AI quality assurance, Claude Code, Cursor, Lovable

**Automation and Build:** n8n, Make, Pipedrive, CRM automation, REST APIs, webhooks, Python, FastAPI, JavaScript, Java, Supabase, AWS

**Data and Analytics:** SQL, Excel, Power BI, Tableau, KPI tracking, data visualization, performance reporting

**Product and Cross-Functional:** user research, requirements, competitive analysis, stakeholder management, training and onboarding, Figma, Notion