

SOKOLOV NINA

Software Engineer | AI Builder | Problem Solver

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ABOUT ME

I think in systems. I define what a product needs to do, how information should move through it, where it can fail, what should be automated, and where human judgment still matters.

My work connects AI, software architecture, business intelligence, education, psychology and project leadership.

I look for patterns across people, data and technology, then turn those patterns into practical systems and better decisions.

I build end to end: product thinking, interface, backend, data, integrations, automation, infrastructure, testing and documentation.

My instinct is simple: understand the system, question the assumptions, find the pattern, then build what works.



WORK EXPERIENCE

SKILLS

Product Strategy & Ownership
Product Roadmapping
Product Discovery & Research
Requirements & Prioritization
UX & Workflow Design
Process & Systems Design
Cross-Functional Leadership
EdTech Product Development

SKILLS

Project Management
Curriculum Development
STEM Education Strategy
Educational Leadership
Project-Based Learning (PBL)
Exam Preparation & Standardisation
Process Optimization
Strategic Planning

SKILLS

BI
KPI'S
ROI
SQL
ETL
DB Architecture

SKILLS

E-Commerce
KPI'S
ROI
Stakeholder Management
Financial Acumen
BI
Conflict Resolution
Strategic Thinking
PMP
QA Leading
Software Architecture
SRS Documents
National Scale Projects

SKILLS

MySql AWS PHP
Css Javascript OOP
Software Architecture Html

SKILLS

GTD Method
Hiring
Logistics Management
Machine Learning
DevOps
Keras
TensorFlow
Python
Leadership Excellence
Business Development

SKILLS

Software Architecture
Cloud Infrastructure
API Development
Web Development
Building Systems from Scratch

SKILLS

Backend/Frontend Integration
API Integration
Cloud Deployment
System Reliability

SKILLS

Strategic Leadership
Team Empowerment
Marketing Management
Innovation and Transformation
ROI
Negotiation
Logistics Management
Market Research

PRODUCT MANAGER

Nitzanim

November 2025 - Now

[EdTech Platforms, National Education Programs](#)

- **Own product strategy and delivery** for the mental-skills track of a national high-tech education program operated under Israel's Ministry of Education, serving **3,000+ students** across multiple schools.
- **Designed and built ARC**, a custom school platform supporting program delivery, student learning, educator workflows, and large-scale educational operations.
- Translate educational, operational, and user needs into **product requirements, workflows, features, and scalable digital systems**.
- Lead products **end-to-end** - from **research and problem definition through design, development, testing, implementation, and continuous improvement**.
- Coordinate across educators, program leadership, development teams, schools, and operational stakeholders to deploy solutions in real educational environments.
- Use feedback from students, educators, and field operations to **identify friction, improve workflows, and continuously evolve the product**.

PROJECT MANAGER

Nitzanim

September 2024 - November 2025

[School system, Special forces IDF preparation](#)

- Manage and oversee the program for **1,000+ students across multiple schools**.
- **Develop and implement** a Python-based curriculum focused on logical thinking and algorithmic problem-solving.
- **Lead national exam (MAFMAR)** preparation for 9th graders, ensuring high educational standards.
- **Apply Project-Based Learning (PBL)** to enhance hands-on coding skills and independent learning.
- **Prepare students for high school computer science tracks and elite military tech units**.
- Collaborate with educators to optimize teaching methods and student engagement.

FREELANCE BI DEVELOPER

Online School

January 2024 - Now

[Grafana, PostHog, MongoDB, ClickHouse, Postgres](#)

- **Data Engineering:** Designed and implemented automated ETL processes using cron jobs to create BI-friendly tables in ClickHouse, ensuring efficient data flow and integration.
- **Complex Querying:** Executed intricate queries to extract, manipulate, and analyze large datasets, providing actionable insights to stakeholders.
- **Dashboard Development:** Created comprehensive BI dashboards with key performance indicators (KPIs) tailored to the needs of the online school system, enabling data-driven decision-making.
- **Visualization:** Utilized advanced data visualization techniques to present complex data in an understandable and impactful manner using tools like Grafana.
- **Performance Optimization:** Optimized database performance and query efficiency, resulting in faster data retrieval and improved user experience.

R&D MANAGER & TPM

Elad Software

Feb 2023 - Nov 2023

[E-commerce, Medical field, Fashion, Insurance, Health](#)

- **Led a development team of 20+ people**, managing **large-scale national projects** with comprehensive project management and process mapping.
- Expert in constructing detailed Gantt charts for both long-term and short-term project planning, including **characterization and analysis documentation**.
- Responsible for designing and building sophisticated code and **server architectures**, along with preparing competitive **price proposals**.
- Managed **QA processes**, including training, developing **test architectures**, and introducing new tools to enhance testing efficiency.
- Created and delivered compelling presentations for management meetings, and provided **technological recommendations** tailored to customer needs.
- Played a **key role in training** programmers for client-facing roles and effectively mapped software processes and projects for **optimized outcomes**.

ENGINEER ARCHITECT

BrainPOP

Jul 2021 - Jul 2022

[School system, K12](#)

- Responsible for coding, functionality testing, debugging, and reviewing various applications.
- Led the development of REST APIs and **custom libraries**, while ensuring multi-tasking across functions to **meet organizational goals**.
- Maintained **security and viability** of web interfaces post-launch, including patching and validating third-party code for compliance.

R&D MANAGER

TestM - Smartphone quality check

[IoT, Insurance, Mobile, E-commerce](#)

2016 - Apr 2021

- Led the planning and development of web applications, including building **ML object detection models** using Keras and TensorFlow.
- Managed **full project lifecycle** from mockup conversion to configuring run-time environments and server configurations on AWS.
- Directed team efforts in building REST APIs and custom libraries, and integrating with third-party APIs.
- Designed and developed mobile-friendly websites, ensuring adherence to SEO best practices and **resolving** technical issues.
- Conducted client consultations for site and app requirements, and implemented training resources for content management and **security**.

SOFTWARE ENGINEER

TestM - Smartphone quality check

2016 - 2017

Joined as the first employee and built the company's software stack from scratch.

- Designed and implemented REST APIs and core libraries, ensuring scalable foundations for future growth.
- Configured AWS servers and services to establish robust, cloud-based infrastructure.
- Developed and styled mobile-friendly websites, transitioning legacy presentations into modern, easy-to-use interfaces.

WEB DEVELOPER

Bankor

2015-2016

[Financial systems, Web development](#)

Developed and maintained company websites using the Laravel framework, applying modern PHP programming practices and strengthening backend/frontend integration skills.

- Managed AWS Ubuntu servers, which deepened expertise in cloud infrastructure, deployment, and system reliability.
- Integrated multiple third-party APIs, building strong understanding of interoperability between financial and external systems.

MARKETING MANAGER

Premier - Dead Sea

2007 - 2014

[Tourism, E-commerce, Cosmetics, Medical field, Health](#)

Directed marketing operations in the cosmetics and wellness sector, leading cross-functional teams through product launches and international campaigns.

- Conducted deep market research to assess product viability and inform strategic positioning, strengthening analytical and data-driven decision-making skills.
- Developed creative concepts, managed deadlines, and analyzed campaign performance, driving continuous improvement in brand visibility and ROI.
- Represented the brand at international tourism exhibitions and built strategic relationships with global distributors and travel agencies.



CERTIFICATES & EDUCATION

Innovation Management - Executive diploma

Chief Information Officer - Executive Certificate

Consumer Lending Business - Executive diploma

Economics & International Business - Certificate

Lean Management - Certificate

PMP - Executive Certificate

International Law - Certificate

EMBA - Diploma

Mediation - Conflict Management & Resolution Certification

Counselling Children and Adolescents - Certificate

Acceptance and Commitment Therapy - Certificate

Advanced Ivl Psychology - Certificate

Psychotherapy for PTSD - Certificate

NLP Practitioner - Certificate

Comprehensive Health & Social Care - Diploma

2022 - 2024

EMBA

2022 - 2023

Business Analysis

2022

NFT Blockchain

2020

AI - Articial Intelligence

2020 - 2023

Quantum Physics -Theoretic Study

2019

Ethical Hacking

2017

Web/Multimedia Management and Webmaster

2012 - 2024

Social Science, Addictions & Mental Health

2010 - 2024

AS & A Lvl Psychology

2008 - 2022

Human Behavior

LANGUAGE



Hebrew



English



Russian