

# Choni Beigel

Product Builder - Marketplace & Platform Products

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Product builder and founder specializing in marketplace and platform systems. Experienced in launching products from zero to production across commerce, payments, logistics, and operational data infrastructure. Built and operated a two-sided commerce platform scaling to 100+ partners and 1,500+ global orders without paid acquisition. Strong focus on shipping real systems, learning from users, and iterating quickly with engineering teams.

## EXPERIENCE

### Founder & Product Lead - Street Collector

2023 - Present | [thestreetcollector.com](http://thestreetcollector.com)

Built and operated a two-sided commerce platform connecting artists and collectors around a physical hardware product I designed and manufactured: combining software, payments, manufacturing, and global logistics into a single ecosystem.

- Built end-to-end product infrastructure connecting e-commerce, payments, manufacturing, and global fulfillment into a single operational system.
- Shipped core marketplace features including onboarding, purchasing flows, collector dashboards, and internal admin tools.
- Owned commercial strategy: pricing decisions, partner acquisition, and competitive positioning: growing to 100+ partners and 1,500+ fulfilled orders globally.
- Key metrics: 2.7 artworks purchased per collector | 6.4x GMV per supply acquisition cost
- Defined product strategy and core user journeys, collaborating directly with contract engineers to ship and iterate rapidly.
- Built and queried operational data (Supabase/SQL) to track retention, churn, and fulfillment performance: using insights to drive product and pricing decisions.
- Built and iterated using AI-native development tools (Cursor, Claude Code).

### Co-Founder & Product Lead - Savy

2021 - 2022 | MIT DesignX OGS Fellow - Techstars

Built a modular chat-based task management platform for operational teams. Led product discovery, user research, and engineering collaboration from concept through early product iterations.

### Head of Product & Design - Adcore

2019 - 2021 | [adcore.com](http://adcore.com)

Owned product requirements, experimentation strategy, and platform metrics across multiple SaaS and adtech products serving global enterprise customers.

- Defined product requirements and technical specifications for engineering teams.
- Ran experimentation programs using A/B testing, CSAT, and NPS: translating findings into prioritization decisions.
- Led platform redesign (onboarding, navigation, dashboards) contributing to 25% growth in monthly active users.

## SKILLS

Product Strategy - Commercial Product Strategy - Product Analytics - Marketplace Systems - Experimentation & A/B Testing - User Research

**Technical** SQL - Supabase - Cursor - Claude Code - HTML/CSS/JavaScript - Stripe - Shopify - Figma

## **EDUCATION**

**B.Des Industrial Design** | Bezalel Academy of Arts and Design, Jerusalem