

# ELENA ZOBAK

Technical Customer Success Manager | Implementation Specialist

US-based (Remote) | elenazobak@gmail.com | [LinkedIn](#) | [GitHub](#) | [Website](#)

Languages: English (bilingual), Hebrew (native), Russian (native)

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Customer-facing technical operator with 3 solo-shipped iOS apps on the App Store. Currently managing platform operations and onboarding for 500+ users. I understand product architecture because I build products — when a customer reports a bug, I reproduce it, read the logs, and give engineering real context. 10+ years across SaaS operations, QA, client delivery, and software development.

## EXPERIENCE

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### Technical Operations Manager & Program Lead | South Jersey Innovation Center

Oct 2023 - Present

- Own end-to-end onboarding for staff, instructors, and parents onto registration, payments, communications, and reporting workflows serving 500+ active users
- Configure programs, pricing, discounts, and forms in SaaS operations platforms; built reusable templates and checklists that reduced setup errors by half
- First-line technical support: reproduce issues, document root cause, coordinate vendor resolutions, and create knowledge base entries for future reuse
- Build launch routines for new program sessions including QA steps, edge-case testing, rollback procedures, and weekly status reporting to leadership
- Run cross-functional coordination across product, finance, and program teams to keep launches on schedule and stakeholders aligned

### iOS Developer (Solo) | Hiola & Yalla Ivrit

2024 - Present

- Built and shipped two iOS apps to the App Store as sole developer — architecture, design, implementation, and deployment
- **Hiola:** Real-time multilingual chat app. Swift/SwiftUI, Firebase (Auth, Firestore, Cloud Functions, Storage, FCM), Claude AI API. Automatic age-aware translation, push notifications, photo messaging
- **Yalla Ivrit:** Hebrew learning app. 30 lessons, 315 vocabulary words, 13 activity types, StoreKit 2 IAP, speech recognition, fully offline. ~6,700 lines of Swift
- Navigated App Store review process including privacy manifests, entitlements, and compliance — approved on both apps

### iOS Engineer | STRIV3 Inc. (Remote)

Mar 2023 - Dec 2023

- Debugged production issues in a SwiftUI-based training app; investigated API failures and collaborated with senior engineers to ship fixes
- Refined UI flows, improved app stability through structured reproduction steps and logging, maintained clean handoffs with testing notes

### Producer & Project Manager | Elena Zobak LLC (Freelance)

2016 - 2023

- Led client onboarding, scope definition, and delivery for 30+ digital content projects across tech, education, and nonprofit sectors
- Managed timelines, multi-stakeholder feedback loops, and review cycles while maintaining quality and speed across remote teams
- Produced an animated short film that reached 14M+ views on YouTube
- Clients: Maccabi USA, Israeli American Council, BabySense, PicassoTiles

### QA Engineer | Hiro Media (Ad-Tech / Video Platforms)

2013 - 2015

- Manual QA for video/ad-tech platform across browsers and devices; validated releases under tight production deadlines
- Wrote detailed bug reports with reproduction steps and expected behavior; partnered with engineering to isolate root causes
- Systematic edge-case testing to reduce regressions before release

### Head of Graphic Design for Web | Haaretz / TheMarker (Israel)

2008 - 2013

- Led a team of 6 designers delivering daily editorial visuals, ad creative, and interactive units for Israel's largest newspaper
- Managed team allocations, recruited new members, and maintained quality under constant daily deadlines at national scale

## APP STORE LINKS

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[Hiola](#) | [Yalla Ivrit](#) | [NumWix](#)

## TOOLS & TECHNICAL

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**Platforms & Ops:** Jira, Notion, Google Sheets, CRM/registration platforms, Zendesk-style ticketing, Salesforce (basic) **Technical:** Swift/SwiftUI, Firebase (Auth, Firestore, Functions, FCM), REST APIs, Git, Node.js, Postman, Chrome DevTools, SQL (basic) **Creative:** After Effects, Premiere Pro, Figma, Photoshop, Final Cut Pro

## EDUCATION

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Digital Product Management — University of Virginia (Coursera) | Software Engineering Immersive — Fullstack Academy | 3D Animation & Visual Effects — New York Film Academy | Computer Science coursework — Open University of Israel