

Shai Deutsch

Cross-domain problem solving · Learning systems · Product & experience

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PROFILE

Cross-domain problem solver with experience building learning systems, services, game and product concepts, and small digital products. Strong at entering unfamiliar systems, observing how people actually learn or use them, identifying friction, testing practical changes, and turning what works into clearer structures that other people can carry forward.

CORE STRENGTHS

Systems thinking · Learner / user observation · Problem diagnosis · Progression & onboarding · Practical experimentation · Knowledge transfer · Cross-functional communication · Clear handoff

SELECTED EXPERIENCE & PROJECTS

Frog Goose Bachata — Co-founder & Head of Education

Da Nang, Vietnam | 2024–Sep 2026

- Co-founded and helped operate a dance school while leading the education system from beginner through advanced material.
- Built and iterated curriculum, progression, prerequisites, practice structure, classes and workshops around recurring learner problems in timing, connection, musicality and body mechanics.
- Developed teacher-training capacity and handover processes, including training a newer instructor toward independent planning and delivery.
- Contributed to operating decisions, events and offer development; completed the operational and educational handoff before leaving in September 2026.

Breaking Game — Game / Product Design Collaborator

Collaborative indie prototype | 2023–2024

- Helped turn an early destructible-environment idea into a broader game concept with loops, progression, puzzles, upgrades and replay structure.
- Designed tutorial and level-flow concepts including staged onboarding, gating, required actions, alternate solutions, fail-safes and tooltips.
- Moved from testing into broader design responsibility while working alongside technical and art specialists; the project produced a substantial prototype and design archive but did not ship.

Independent Dance Teaching & Coaching — Instructor / Coach

Independent | 2019–2020; 2023–2026

- Delivered recurring paid private, group and online coaching, adapting the work around the learner rather than a fixed lesson sequence.
- Diagnosed learner-specific issues such as timing, breathing, muscular tension, frame, body isolation and musical interpretation, then designed targeted drills and practice constraints.
- Built repeat work, referrals and long-running learner relationships across in-person and remote settings.

Dog Behaviour Specialist — Independent Service

Israel | 2021–2022

- Built a niche paid service focused particularly on reactive, fearful and sensitive dogs that did poorly in standard group-walking conditions.
- Used force-free observation and individualized plans for reactivity, arousal, recall, resource exchange and environmental management, changing routes, distance, stimulation and reinforcement to fit the dog.
- Developed recurring work and referrals; surviving schedule evidence documents roughly 16–18 recurring walks per week across seven regular accounts at the busiest documented point.

Twitch / Nomad1sh — Creator & Games Experiment

Aug 2022–Jul 2023

- Built an interactive games-focused channel across 251 stream days and approximately 1,045 live hours, reaching Twitch Affiliate in about eight weeks.

- Designed OBS / MixItUp interaction systems and a repeatable indie-developer programming format, creating recurring developer relationships and live player-feedback conversations.
- Tested content, review and community formats, then ended the experiment after evaluating the economics and sustainability of regular creator output.

MoodMinder — Independent Product-Build Experiment

Personal digital product | Started 2024

- Took a personal mood/journal tracking need from concept to a live, shareable product with accounts, stored entries, trend views and iterative changes to the information model.
- Learned and changed tools as needed across React/TypeScript/Vite, Supabase and AI-assisted builders; used as product-prototyping evidence rather than professional software-engineering experience.

Hebrew University of Jerusalem — Student Administrator / Student Ambassador

Division for Advancement & External Relations | 2018–Aug 2020

- Coordinated international visitors, faculty liaison, tours, briefing materials, visit records and logistics across university stakeholders.
- Represented the university in Israel and the United States in high-trust donor, alumni and public-facing settings, explaining programs and institutional context to international audiences.
- Adapted to remote donor and scholarship meetings during the pandemic period and supported handover and training before departure.

ADDITIONAL EXPERIENCE

Naftali Tours — Tour Operations | 2022

Coordinated bookings, vendors, hotels, schedules and multi-party logistics for large Korean / Asian travel groups.

Kumba Ltd. — Customer Success | 2020–2021

Worked in customer-facing operations at an early-stage mobile veterinary startup, supporting clients inside a fast-changing startup environment.

EDUCATION & TRAINING

Hebrew University of Jerusalem — B.A. | International Relations & East Asian Studies | 2019

Official final average: 86.63/100. Degree combined social-science and East Asia study with sustained Mandarin coursework.

JDance | Teacher Training Qualification

Formal dance-teacher training completed before later independent coaching and Frog Goose work.

Marker Training | Force-free dog-training program | 2021–2022

Year-long coursework and practical training; presented as training, not a completed professional certification.

TOOLS & LANGUAGES

Digital tools: Miro · Figma · WordPress/Gutenberg · Google Workspace & Microsoft 365 · Video & audio editing · OBS/MixItUp · AI-assisted & low-code prototyping · Supabase / React / TypeScript / Vite exposure

Languages: English · Hebrew · Mandarin Chinese (historical HSK 3) · Basic Spanish