

Shai Deutsch

Startup & product · Systems · Experimentation · Clear handoff

shaideutsch.com · shai.deutsch@gmail.com · Currently based in Asia · Open to remote work and relocation

PROFILE

Cross-functional builder with experience co-founding and operating a small education venture, prototyping digital products, and working across design, operations, learning and customer-facing environments. Strongest when a problem is still ambiguous: learning the system quickly, identifying the real constraint, testing a practical way forward, and leaving behind a structure that can continue without constant intervention.

CORE STRENGTHS

Systems thinking · Rapid domain learning · Problem diagnosis · Product experimentation · Service design · Cross-functional ownership · Operational handoff · User / learner observation

SELECTED EXPERIENCE & PROJECTS

Frog Goose Bachata — Co-founder & Head of Education

Da Nang, Vietnam | 2024–Sep 2026

- Co-founded and helped sustain a small education/community venture for roughly two years, contributing across program design, operating decisions, events and business-development discussions.
- Built the venture's multi-level learning system from beginner through advanced/master material, including curriculum, progression, prerequisites, practice structure and paid learning formats.
- Turned specialist teaching knowledge into repeatable systems and instructor-development processes rather than keeping delivery dependent on one person.
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- Treated the channel as an experiment, evaluating the economics and ending regular output when the model did not justify the workload.

Hebrew University of Jerusalem — Student Administrator / Student Ambassador

Division for Advancement & External Relations | 2018–Aug 2020

- Coordinated international visitors, faculty, tours, briefs and event logistics across a complex institutional environment.
- Represented the university in Israel and the United States in high-trust external settings and adapted the work to remote meetings during the pandemic period.

ADDITIONAL EXPERIENCE

Kumba Ltd. — Customer Success | 2020–2021

Early-stage mobile veterinary startup exposure in customer-facing operations and a fast-changing service environment.

Naftali Tours — Tour Operations | 2022

Vendor, hotel, booking and multi-party logistics coordination for large Korean / Asian travel groups.

Independent Dance Teaching & Coaching | 2019–2020; 2023–2026

Ran recurring paid private, group and online coaching with repeat clients and referrals.

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

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