TOM REUVENI

PRODUCT & AI LEADER / FOUNDER

+972 54 456 3839
reuveni7@gmail.com
Israel
linkedin.com/in/tom-reuveni-82b3355b
tomreuveni.com

EDUCATION

Bachelor's degree
Communication and Media Studies

The College of Management Academic Studies
2004 to 2007

CORE EXPERTISE

Product leadership
Product direction, early-stage ventures, fintech products

Product design
Interface design, user experience, visual communication

Applied AI
Creative production workflows, AI products, filmmaking

Creative & marketing
Creative direction, copywriting, digital marketing, advertising

PROFILE

Product leader and designer with a background spanning copywriting, creative direction, fintech, and applied AI. Co-founded Sequence and Lance as CPO; now co-founder at Nomiki. Combines product thinking, interface design, and storytelling to turn complex ideas into usable digital products.

EXPERIENCE

Co-founder
Nomiki | Jan 2026 to Present

- Lead an AI fashion-production platform for editorial, lookbook, and e-commerce imagery, bringing together product, design, and creative direction.
- Develop production workflows that give fashion teams control over framing, camera angles, and the assets they need to create.

Co-Founder and CPO
Sequence | Aug 2022 to Sep 2025

- Co-founded a financial automation platform connecting accounts and savings goals in a visual money map.
- Shaped the product experience around rules-based money movement, helping people organize and automate their financial flows.

Co-Founder and CPO
Lance | Sep 2019 to Jan 2023

- Co-founded a business banking product for freelancers and independent professionals.
- Brought banking, income allocation, and business insights into one experience, with money stacks for salary, taxes, savings, and goals.

EARLIER EXPERIENCE

Senior Product Designer
Juno Inc. | Mar 2018 to Aug 2019

Co-Founder
Webscope app | Jul 2016 to Mar 2018

Chief Designer
Benzo Media | Jan 2014 to Mar 2018

Chief Project Manager
Liniad Media | Jan 2013 to Apr 2014

Creative Director
Drori Shlomi Shaked | Feb 2012 to Dec 2012

Copywriter
Bauman Ber Rivnay | Sep 2008 to Feb 2011