

Matan Vahaba

Product Designer

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Languages: Hebrew (Native) English (Fluent)

ABOUT ME

Technical Product Designer with over 5 years of professional experience in the tech industry. For the past 2.7 years, I have served as the first employee and Solo Founding Designer at Alma Security, taking complex B2B/Cybersecurity concepts from zero to one. I leverage a strong technical foundation to bridge the gap between design and code by designing on the code itself, contributing directly to the codebase to ensure seamless implementation.

EXPERIENCE

Alma Security | Solo Founding Product Designer | June 2023 – Present *Cybersecurity Startup (Founding Team)*

- **Solo Founding Designer:** Operating as the sole design owner since company inception. Independently established all design processes, defined the brand identity and UX language, and created the end-to-end design-to-development workflow.
- **Technical Design (Code-Level):** Actively contribute to the production environment by fixing UI bugs and refining frontend components directly in the source code using Cursor AI and GitHub.
- **Product Ownership:** Work directly with the CEO/CTO to translate complex cybersecurity data and technical requirements into intuitive SaaS dashboards and workflows.
- **Design System Architect:** Built and maintained a scalable, atomic design system in Figma, reducing engineering implementation time and ensuring cross-platform visual consistency.
- **UX Research & Discovery:** Lead user research and stakeholder interviews with security engineers to identify friction points, resulting in a significantly streamlined user journey for core security features.
- **Marketing & Sales Asset Design:** Designed cross-channel marketing collateral and sales assets to establish brand authority in the ADR space while maintaining strict visual consistency across all digital touchpoints.

The Other Half | October 6th 2022 – Present

The other half is a non profit organization that help match between people who seek love

- Designed a system where the users can manage their lists and their matching.
- Created a landing page for the organization.
- Worked closely with the developers and data engineers
- Created iconography for the system

Lasova System | September - November 2022

A volunteer management system

- Created the system's design system, basic components and complex components as well as nested components alongside documentation.
- Collaborated closely with the development team.
- Designed the user flows and the ux architecture.

2022- Present | Community Moderator at "The Product Lounge" - Volunteer

The Product Lounge is a community that help young designers in their first role by going through their portfolios during a helpers session that we do once in a month in high tech companies

Actively maintaining the Discord channel of the group, including help sessions, physical events and digital events on Discord to help young designers enhance their skills.

November 2021- February 2022 | Amplication.com (UI Designer, Community Moderator)

Amplication is an open-source development tool.

I started as an intern, where I was able to observe the design process, and after the seed round they recruited me as a UI/UX designer.

- Illustrated for the marketing website
- Organized the components, added components and fixed broken components to the company's design system
- Designed marketing material such as email templates, social media posts and forms

- Moderated Amplication's 1.5k members Discord server, including creating threads as well as took active role in discussions, feature suggestion and support

May - June 2021 Saikai Open Source Project Product Designer

Saikai is a web based application that help you organize and document their job seeking efforts

- I took part in this project as a user experience and user interface designer, designed the initial screens, created a design system, conducted research, interviewed users, landing page and onboarding.
- Collaborated closely with the front-end developers.
- Redesigned Saikai's layout, logo and all social themed photos

EDUCATION

June 2020 - August 2021 Netcraft Academy Product Design (UI/UX) Course learned UX methodologies such as atomic design and SMART Model for sprints.