Matan Madhana
UX/UI Designer & Marketing

About Me

I'm a UX/UI designer that always curious, **learning**, experimenting, and levelling up each day, love the challenge in **simplifying complex** ideas into **user-friendly** digital products. Thrives in team settings and in solo, self-managed work, craft responsive **dashboards and landing pages**, design functional and visually appealing graphics and solutions that **enhance usability**

Experience

UX UI Designer - Links ARTIFICIAL INTELLIGENCE
2024 - Present

- Worked directly with the CEO to define and refine **product requirements,** ensuring alignment with business goals and user needs. Conducted **visual research** and gathered inspiration to establish the **product's creative direction**.
- **Collaborate** closely with business stakeholders, developers, and other team members to deliver **top-notch design**s and ensure **seamless implementation**.
- **Created wireframes**, detailed designs, and interactive **prototypes** to communicate concepts effectively and validate ideas with stakeholders.

Freelance
2022 - Present

- **Develop** brands' visual language, create templates, and design various assets to support business and **marketing activities**.
- Provide photography and videography services for **private clients and businesses**

Education

Practical Engineer in Visual Communication
Technological College Beer Sheva
2021-2023

- Completed a comprehensive **UX/UI design** program.
- Photography & editing **Blending photography and editing** into design to tell **visual stories** that feel natural and engaging
- **Brand identity & visual identity**.
- **Marketing** and Landing Page

Online Learning & Courses (60+ Hours)

- Photoshop essential & advanced training by Daniel Walter Scott
- Lightroom cc, Lightroom and photography by Phill Ebiner
- Complete Web & Mobile Designer: UX/UI, Figma, + HTML and CSS by Andrei Neagoie & Daniel Schifano

Military

Israel Defense Forces (IDF)
2014-2017

- Combat Soldier & Squad Leader, Sayeret Golani – led and trained a 10–12-man team, overseeing daily operations and readiness

Contact

- 054-9407515
- matan859@gmail.com
- matanuxui.com

Core Skills

- UX UI Designer
- Design Systems
- Prototype
- AI
- Responsive
- Dashboards
- Adobe Suits
- Landing Page
- Marketing
- Brand Designer

Tools Skills

- Figma
- Figma Make
- Adobe Suits
- Chat GPT
- Midjourney
- UX Pilot
- Base44
- Loveble
- Photoshop
- Illustrator

Soft Skills

- Problem Solving
- Collaboration
- Communication

Personal Vibes

- Self management
- Team player
- Open mind
- Problem solver
- Eager to learn
- Love Pizza :)
- Photography

Languages

- Hebrew
- English