

Maayan Gabrieli

Senior Product Designer

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Senior Product Designer with 7 years of experience (4 in B2B SaaS), specializing in cybersecurity design systems and AI-augmented workflows. Co-built the XMDS design system from token architecture down to production code. Connects design and engineering by shipping production UI directly via Git/Storybook using AI coding agents, and authoring AI agent workflows and skills that encode design system rules for DesignOps.

Experience

Senior Product Designer | XM Cyber, Tel Aviv

2023 to Present

Continuous Exposure Management platform, Schwarz Group, IP acquired by CrowdStrike.

- **Security Workflows & Data Viz:** Designing core security products, including Exposure reports, Vulnerability Risk Management, and Cloud Detection and Response (CDR). Led a platform-wide refactor that unified data visualizations across 5 modules.
- **XMDS Design System:** Co-building and scaling the design system across 4 Figma libraries, featuring primitive and semantic token architecture, 500+ icons, comprehensive component specs, typography, and WCAG AA accessibility.
- **Code Implementation & AI Tooling:** Shipping UI directly to production React repositories using AI coding agents, Storybook local testing, and GitHub PR workflows.
- **Design QA:** Reviewing frontend PRs directly in GitHub to enforce token, spacing, and responsive accuracy. Built automated Figma-to-code audits to ensure precise implementation.

Product Designer | BetterVet, Boston

2020 to 2023

- First design hire for a full-service mobile veterinary practice on a digital platform (Healthcare tech).
- Spearheaded the end-to-end UX/UI lifecycle: research, strategy, branding, information architecture, wireframing, and prototyping.
- Managed developer handoff and conducted comprehensive QA to ensure successful product delivery.

UX/UI & Freelance Designer | Koality Studio & Independent Clients

2019 to 2020

- Designed responsive web and mobile interfaces, branding, typography, illustrations, and animations for a creative studio and diverse independent clients.
- Led an NFT project end-to-end, and exhibited and sold acrylic paintings with the Art2Rent gallery.

Capabilities

Design Design systems & tokens at scale, Complex-data UX (graphs, dashboards, enterprise workflows), UX writing & content standards, User research & usability testing, Accessibility (WCAG AA), Product analytics (FullStory, Pendo).

AI-Augmented Workflows Claude Code & agent workflows, Cursor, AI design-tool integration (Figma Make, MCP), Prompt/skill authoring for DesignOps.

Code Design tokens & CSS architecture, React component libraries (working proficiency), Git/GitHub PR workflow, versioned package releases, Storybook/Chromatic.

Tools Figma (variables, Plugin API), Adobe CC.

Education

Product Design (UI/UX)

6B Studio, with Sagi Shreiber.

B.A. Social Science

(Psychology, Criminology and Sociology) Bar-Ilan University.

Languages

Hebrew: Native

English: Fluent