

Matt Gibson

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Experience

Senior Product Designer & PM | Topicflow | Aug 2024 - Present

- Owned end-to-end design, product management, and customer success for the company's core product, coordinating with 4 engineers to ship reviews, meetings, goals, and reporting features.
- Designed a flexible performance review system that became the company's core differentiator—directly contributing to landing two large customers (400 and 600 employees) who left established competitors.
- Shipped a meetings feature connecting weekly 1:1 context to periodic reviews through AI-generated summaries and topic tracking, achieving 30% adoption among existing customers.
- Created a context panel and calibration reporting view that surfaced historical data alongside review questions, reducing cross-tool searching and enabling data-driven career decisions at scale.
- Retained 100% of customers during tenure by working directly with HR teams to build configurable workflows that competitors wouldn't support.

Senior Product Designer | Media.Monks | Jan 2023 - Aug 2024

- Led the end-to-end redesign of a 20-year-old insurance rate calculator used daily by 10,000+ employees, creating a new design system from scratch.
- Planned and conducted usability research across ~80 participants spanning multiple departments, using Figma prototypes to validate a non-linear workflow that eliminated numerous long-lasting pain points.
- Designed a state management framework resolving tensions between a modern, flexible UI and a rigid legacy backend—producing workflow diagrams and specs used as references throughout development.
- Presented biweekly to a panel of decade-tenured domain experts, earning full stakeholder approval and moving the validated MVP into production.

Senior Product Designer | Sonatype | Nov 2021 - Jan 2023

- Led UX design for a developer-facing product simplifying open-source supply chain security—design patterns and visualization approaches were later integrated into Sonatype's flagship product.
- Explored and tested multiple data visualization approaches to help users prioritize critical dependencies across complex codebases.
- Designed detail panels balancing deep investigation for power users with one-click remediation workflows for daily use, informed by direct observation of developer behavior.

Product Designer | Omnae | May 2020 - Nov 2021

- Owned design for the entire platform—redesigned the purchase order process, built a component library and style guide and implemented flexible shipment, change request, and status tracking features.
- Conducted user research with supply chain industry experts to identify pain points, designed and validated a visual status system, and scaled UI patterns adopted across the product.

Experience (continued)

UX Designer (Co-op) | Ingenium Canada | May 2019 - Sep 2019

UX Designer (Co-op) | MD Analytics | Sep 2016 - Aug 2017

Computer Sales Associate | Best Buy | Aug 2014 - May 2015

Photography Assistant & Editor | Gibson Group | Aug 2013 - Aug 2014

Education

B.A. Interactive Arts & Technology | Simon Fraser University | May 2020

Certificate, Audio Engineering and Production | Metalworks Institute | Aug 2013

Skills & Tools

Design

Rapid Prototyping, Low & High Fidelity Design, Design Systems, User Testing, Research & Discovery, Data-Informed Iteration

Product

Product Management, Engineering Documentation, Workshop Facilitation, Customer Relations, Presenting to Stakeholders

Tools

Figma, Linear, Jira, Notion, Adobe Suite, Webflow, Framer, Claude Code, Cursor, HTML, CSS, React, JS