

Ruthie Gvaryahu

Product Designer · B2B SaaS · AI-Assisted Workflows · Data-Heavy Interfaces

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SUMMARY

Product Designer with 3+ years designing complex B2B SaaS platforms for operational and data-heavy environments. Led the redesign and end-to-end UX of a SCADA-based control and monitoring system serving 150+ enterprise clients, including a parallel mobile app for remote control. Strong collaborator with Product and R&D in constraint-heavy, technical environments.

EXPERIENCE

Freelance Designer, Studio Neta Hadar

2025 – Present

Design and brand work within a studio focused on branding and marketing for clients across industries.

In parallel, provided product design advisory to early-stage founder teams.

Product Designer (UX/UI), Solargik

2023 – 2025

B2B SaaS · Enterprise Platform · SCADA & Mobile

- Redesigned, re-architected, and streamlined the existing desktop SCADA system, improving usability for field operators and project managers managing real-time operational data
- Designed and shipped a parallel mobile app from scratch, enabling clients to self-serve routine tasks independently and meaningfully reducing inbound support load
- Designed two standout features, Loss Analysis (performance-loss diagnostics) and AI-assisted monitoring. Both were validated through usability testing and client feedback calls, and received consistently positive responses across multiple clients and at industry conferences
- Built and maintained the platform's design system across desktop and mobile surfaces
- Led design practice company-wide, setting design standards and processes adopted across product teams
- Partnered directly with Product and R&D leads to scope solutions under real technical and operational constraints

Teaching Assistant, Visual Culture, Bezalel Academy of Arts and Design

2024

Supported 50+ students in a theoretical Visual Culture course, providing guidance and feedback on a mix of creative and written assignments.

EDUCATION

Bezalel Academy of Arts and Design · B.Des in Visual Communications

2019 – 2023

Hebrew University of Jerusalem · B.A. in History and Middle Eastern Studies

2015 – 2018

SKILLS

Figma · Adobe Suite · Design Systems · Prototyping · AI-Assisted UX · UX Research & Validation · Workflow & Systems Design · Cross-Functional Collaboration

LANGUAGES

Hebrew: Native · English: Native