

Ruth Kerbawy

Product Designer

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SUMMARY

Product Designer with 6+ years of experience in end-to-end design for complex B2B SaaS platforms. Leads design from qualitative and quantitative research to interaction design and systems-level thinking, bringing visual craft and AI-driven discovery to complex enterprise workflows.

EXPERIENCE

Product Designer

Cognota | Toronto, ON, Canada (Remote)

Nov 2019 - Jul 2026

- Designed the core experience for Strategic Alignment, a 0-to-1 goal-setting and strategic-planning product: quarterly and annual goal creation, project-to-goal linking, and delivery progress tracking across a Strategy overview and Goal Details page, with a permissions model governing visibility and editing. Shipped to MVP on request from enterprise accounts.
- Contributed to roadmap definition and shipped the work that followed: template-driven project setup with dependencies and relative dates, closing a long-standing gap for 10 strategic accounts, plus improvements across project and task management (Gantt charts, bulk actions, refined navigation) that cut friction in high-frequency daily work.
- Defined a clearer, more consistent design language across light and dark themes for the next-gen platform, addressing the top adoption barrier surfaced in alpha testing and raising the accessibility and craft baseline system-wide.
- Shipped two self-serve admin workflows (user deletion, user type change), eliminating 325+ support requests in 2025 and advancing Cognota's enterprise-readiness roadmap.
- Worked in agile scrum alongside designers, PMs, and engineering, delivering wireframes, prototypes, and annotated specs and partnering through build to guide implementation; stepped into expanded product ownership and used AI-driven tools to sustain momentum without added headcount.

Digital Designer

Slogan Comunicacion Publicitaria | Merida, YUC, Mexico

Sep 2018 - Oct 2019

Designed digital assets for advertising campaigns, ensuring brand consistency across channels.

Web Designer

Locker Agencia | Merida, YUC, Mexico

Jun 2016 - Sep 2018

Designed UI/UX for client websites, laying an early foundation in design systems and user-focused web design.

EDUCATION

Bachelor's in Graphic Design

Universidad Marista de Merida

2012 - 2017

SKILLS

Interaction Design, Wireframing, Visual Design, Design Systems, Component-Driven Design, Prototyping, Product Thinking, Design Strategy, Accessibility, User Research, AI-Integrated Discovery & Design, Cross-Functional Collaboration

TOOLS

Figma, FigJam, Claude Code, Claude Cowork, Claude Design, Jira, Productboard, Userpilot

LANGUAGES

English (Bilingual), Spanish (Native), German (Basic)