



Reut Leibovich Blat

Senior Product Designer

in [Reut Leibovich Blat](#)

Portfolio <https://reutleibovich.wixsite.com/reutleibovichblat>

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I am a Product Designer specializing in transforming complex B2B systems into simple, intuitive user experiences. I prioritize an agile, iterative approach, ensuring that even the most complex data-driven platforms remain scalable and focused on high-impact results.

Education and Training

UX Design: How to do it Right

The school of UX design, London

Web Development for UI/UX Designers

Netcraft Academy, Tel Aviv

Entrepreneurial Training Program

Google TLV, Tel Aviv

Bachelor of Design (B. Des) in Visual Communications

Bezalel Academy of Art and Design, Jerusalem.

2001 - 2005

Experience

Solid

Product Designer

2025 - present

Solid is an AI-powered data intelligence platform that automates semantic modeling and data discovery.

As a product designer, I shape user experiences and collaborate with dev teams to build innovative features and prototypes. By integrating advanced AI tools into my daily workflow I focus on distilling intricate requirements into seamless end-to-end journeys.

<https://www.getsolid.ai/>

Singular

Product Designer

2021 - 2024

Singular is a complex B2B SaaS product in the AdTech industry.

As a product designer in an MMP company, I shape user experiences, collaborate with the dev teams to develop innovative features, wireframes and prototypes. I maintain design systems for consistency, enhance data visualization tools, and provide actionable insights, driving better mobile advertising strategies for our users.

<https://www.singular.net/>

Kudos Innovations Ltd.

UX/UI Designer

2018 - 2021

Kudos is a B2C/B2B SaaS product in the Research Tech industry.

Based in Oxford, UK. Kudos' product is a platform that enables researchers to ensure their publications are read and cited. My responsibility was to design a platform that researchers will find intuitive and easy to use and help them reach their goals.

<https://www.growkudos.com>

Orange and Blue

Creative Director and UX/UI Designer

2014 - 2018

Based in Oxford, UK. As part of the company's growth strategy we oversees our clients communication needs, from social media marketing to building an effective website. My responsibility was to create UX and UI design for our web projects and to oversee all the creative activities.

<https://orangeandblue.agency>

Tools

Wireframing and Prototyping

Figma

Testing and Tracking

Amplitude, Full Story, Mixpanel, Hotjar.

Design System

Storybook.

AI

Google AI - Gemini, NotebookLM

Anthropic - Claude Cowork + Figma MCP

OpenAI - ChatGPT

Articles

Automating the Design System: The End of the Manual Handoff

<https://www.getsolid.ai/resources/automating-the-design-system-the-5d51ub>

What does it mean to be an in-house UX/UI Designer in a tech company?

<https://medium.com/kudos-engineering/what-does-it-mean-to-be-an-in-house-ux-ui-designer-in-a-tech-company-ca7ecef34242>