

# Hasnaa Elbassiouny

## Product Designer

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[Portfolio](#)

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Product Designer with an engineering background and over 2 years of experience across Real Estate, Medical CRMs, e-commerce, SaaS, and FinTech. I focus on creating products that balance clarity, usability, and business impact, simplifying complex systems and building user trust. My work combines user-focused creativity with a systematic approach to craft intuitive, reliable experiences. Now in FinTech, I'm deepening my understanding of business strategy and product growth while continuing to design solutions that empower people through technology.

## Work Experience

### Product Designer | PayTabs | Aug 2023 - Present

- Boosted task completion by 24% and conversion rate by 18% through UX audits of the PayTabs Merchant App using heuristic evaluation and competitor benchmarking.
- Designed and implemented the Card Issuance Dashboard from scratch for managing virtual card issuance, streamlining workflows, optimizing information architecture, and establishing UI patterns.
- Collaborated with the SwitchOn team (PMs and Devs) on the ZMK Import project, analyzing security workflows and delivering the CSS handover to developers.
- Collaborated with QA and development teams to enhance typography and spacing consistency across products, while designing the PayReels, Logistics, and Events modules from the ground up.

### UX/UI Designer | Freelancer | Jun 2022 - Present

- Led the design and delivered 7+ digital products across FinTech, Real Estate, E-Commerce (B2B2C), Medical CRMs, and Interior Solutions industries.
- Delivered end-to-end MVPs and UX audits for clients across the MENA region, including Rentit (C2C Rental Marketplace) and Alexandria International (B2B Office Furniture & Flooring).
- Improved usability, conversion, and engagement through UX research, responsive UI design, and heuristic evaluations.
- Collaborated with developers on technical feasibility and seamless handover, and with product owners to align design with business goals and market standards across the MENA region.

### UX design Internship | Tremoloo | Feb 2023 - Apr 2023

- Aligned business goals with user needs through stakeholder interviews, identifying trust and convenience as key priorities.
- Performed competitive analysis to map market positioning and highlight opportunities in the pet-care industry.
- Synthesized findings into personas, empathy maps, and actionable insights that guided user-centered design decisions.
- Facilitated How Might We sessions to translate research insights into creative, feasible design concepts.
- Conducted usability testing to validate design decisions, ensuring clarity and accessibility throughout the app flow.

## Skills

Qualitative User Research (Interviews, Focus groups, Usability Testing), UX Auditing, Heuristic Evaluation, User Journey Mapping, Personas, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems, Component Libraries, Responsive, Mobile-First Design, Requirements Analysis & Scoping, High-fidelity UI design

Cross-Functional Collaboration (PMs, Devs, Marketing), Communication skills, Flexibility

## Education

Bachelor's degree in Engineering and Technology (CS Department)

## Tools

Figma - Framer - FigJam - Miro - Ux Pilot - Adobe XD- Style Dictionary Configurator