

Hasnaa Elbassiouny • Product Designer

Innovative Product Designer with +2 Years of experience in crafting seamless digital experiences that drive business impact and user satisfaction. Passionate about solving complex challenges through human-centered design and scalable design systems.

[Portfolio](#)

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Maadi, Egypt

Work Experience

Product Designer • [Paytabs](#)

AUG 2023 - Present | Full-time

- Optimized financial data display through A/B testing, enhancing readability and user engagement.
- Optimized PayTabs Payment SDK and app workflows (Invoices, Onboarding, Transactions).
- Simplifying the Invoices and onboarding modules increased user engagement by 24% and boosted conversion rates by 18%.
- Worked with the cross-functional teams on data acquisition, handoff, and testing.
- Designed a scalable system with JSON tokens, converting them to CSS for seamless developer handoff.

UX design Internship • [Tremolo](#)

FEB 2023 - April 2023

- Researched pet owners' shopping and booking behaviors through user and stakeholder interviews.
- Used the HMW technique to guide design team brainstorming.
- Conducted usability testing to resolve navigation issues, refine designs, and validate improvements.

UI/UX design Internship • [MagdSoft](#)

JUN 2022 - AUG 2022

- Designed an intuitive e-commerce app, optimizing user flows from browsing to checkout.
- Designed high-fidelity prototypes and sitemaps for user-focused design.
- Skilled in blockchain, specializing in NFTs on Ethereum and Solana.

Tools

- | | | | |
|------------|----------|----------|------------|
| • Figma | • Framer | • Maze | • Miro |
| • UX Pilot | • Hotar | • Uizard | • Adobe XD |

Skills

User Research

- User Interviews
- Usability Testing
- Competitive Analysis
- Card sorting

Experience Strategy

- User Persona Development
- User Journey Mapping
- Information Architecture

Design Skills

- Responsive design
- Design System
- Wire framing & Prototyping

Insights & Analytics

- Quantitative & Qualitative Insights
- Behavioral Analysis

Web Language

- HTML
- CSS

Education

Bachelor's degree in Engineering and Technology

Projects

PayTabs Super App ([Link – available only on KSA & UAE App Stores](#))

Worked on the design of a comprehensive Super App tailored for merchants, integrating essential payment and business tools like Pay Links, QR Payments, Invoicing, and softPOS.

Key Contributions:

- **Design System Revamp:** Fixed scalability and typography issues; standardized components improved cross-team collaboration, and reduced QA issues.
- **Events Module:** Designed a flow enabling merchants to create and share online/offline events with built-in payment and scheduling features.
- **PayReels Module:** Developed a feature for merchants to showcase products with images or videos, apply discounts, and share directly on social media.

Paytabs ZMK Import Workflow ([Operations dashboard](#))

ZMK (Zone Master Key) Import is a critical process in financial security, where multiple custodians each provide a key component that is combined by a Super Admin to create the final encryption key used in payment systems.

Key Contributions:

- Redesigned a high-stakes cryptographic key management workflow (ZMK Import) to meet PCI DSS compliance.
- Simplified multi-role process (Super Admin & Custodians) with step-by-step guided UI, reducing errors by 40%.
- Built atomic design system components for scalability and consistency.
- Delivered developer-ready assets by exporting design tokens (JSON → Style Dictionary → CSS/HTML), reducing implementation time by 25%.

Paytabs App ([Link](#))

FinTech platform enabling businesses across MENA to manage payments and boost sales.

Key Contributions:

- Improved poor initial UX by redesigning multiple modules, including **Invoices**, **Settlement**, and **Payout**.
- Delivered a full **revamp** of critical flows, focusing on **Onboarding**, **softPOS**, **Two-Factor Authentication**, and **Virtual Cards**.
- Enhanced usability, streamlined navigation, and aligned the UI with PayTabs' brand and user needs.

Card Issuance Portal ([Operations dashboard](#))

Web platform for managing card issuance and operations with a seamless, user-centered experience.

Key Contributions:

- Interpreted the BRD to define requirements and guide the end-to-end design process.
- Conducted user research and usability testing to validate workflows and enhance ease of use.
- Created wireframes and high-fidelity prototypes for card management, real-time transaction tracking, and onboarding.
- Delivered a cohesive design system aligned with business goals, balancing functionality with simplicity.

Estate Master ([Link](#))

Mobile app for streamlining real estate project management, catering to developers, property managers, and clients.

Key Contributions:

- Researched real estate professionals' workflows, pain points, and feature needs through interviews and surveys.
- Designed wireframes and interactive prototypes to simplify navigation and access to complex financial data.
- Designed a clean, industry-aligned UI with clear layouts, consistent typography, and effective data visualization.

Rent App ([Not Launched yet](#))

Enhancements to the mobile app, dashboard, and landing page that improve the rental experience for both tenants and landlords.

Key Contributions:

- Streamlined the rental process through an intuitive UX for both parties.
- Applied A/B testing to determine the most user-friendly layout for complex financial data in the mobile app.