

Hasnaa Elbassiouny

Product designer

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 Cairo, Egypt

[Portfolio Link](#)

Summary

Product Designer with 3 years of experience across FinTech, e-commerce, SaaS, Real Estate, and Medical products.

I design digital experiences that turn complex interactions into simple, intuitive journeys. Over the past three years, I've led end-to-end design for key product features from research and journey mapping to high-fidelity interfaces and usability validation. I've contributed to both mobile and web experiences across payments, savings, and investment products, collaborating closely with product managers and developers to ensure consistency, accessibility, and measurable business impact.

Experience

Product Designer - PayTabs

(August 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

(January 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

(February 2023 - April 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.

Education

Bachelor of Engineering (BE)

(Sept 2020 - June 2025)

Higher Institute of Engineering and Technology

Finished 5 years of bachelor's degree in communication engineering and electronics.

Tools

- Figma
- Framer
- Hotjar
- Maze
- Style Dictionary Configurator
- Tokens Studio
- Miro

Skills

- Qualitative User Research (Interviews, Focus groups, Usability Testing)
- UX Auditing
- Heuristic Evaluation
- User Journey Mapping
- Personas
- Information Architecture
- User Flows
- Design Systems and Component Libraries
- Wireframing and Prototyping
- Competitive Analysis and Market Research
- Data-Driven Decision Making
- Requirements Analysis & Scoping
- Cross-Functional Collaboration (PMs, Devs, Marketing)