Hasnaa Elbassiouny
Product Designer

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LinkedIn Profile   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 3 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, 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, POs, 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
- Mixpanel
- Hotjar
- Framer
- 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)