

# Bita Abbasi

## Product Designer

[Portfolio Link](#) [Bita Abbasi](#) [abbasi.bit73@gmail.com](mailto:abbasi.bit73@gmail.com) [Iran, Tehran](#) [+989330318088](tel:+989330318088)

### SUMMARY

Experienced Product Designer, skilled in creating visually engaging, user-centered interfaces that enhance experiences. Known for proactively solving design challenges, staying ahead of trends, and delivering high-quality, impactful solutions in both independent and team settings.

### SKILLS & TOOLS

#### Design Tools

Figma, Adobe XD, Adobe PS and Ai, Miro, Zeplin, Hotjar, Microsoft Clarity

#### UI Design

Wireframing, Prototyping, Visual Design, Typography, Color Theory, Responsive and Material Design System

#### UX Research

interviewing, Affinity Diagramming, Information Architecture, User Persona, Usability testing, User flow, Design thinking

#### Collaboration

Flexible, Adaptability, Documentation, Agile and Scrum

### PROFESSIONAL EXPERIENCE

#### Rasis, Product Designer [↗](#)

Rasis is a company specializing in providing software solutions for accounting, retail management, restaurant management, enterprise resource planning (ERP), access control, and more.

Jul 2024 – present  
Tehran, Iran

#### Radman(Dero), UI/UX Designer [↗](#)

Radman is a software company in the field of capital and financial market specialized software production.

Dec 2023 – Jul 2024  
Tehran, Iran

Developing two financial and investment applications known as Drew Broker and Drew Prime.

**Dero Prime** [↗](#) : Redesigned the Dero Prime app based on stakeholder interviews and user research, driving a significant boost in user engagement and satisfaction.

**Dero Broker**: Designed a unique financial product from initial concept to launch by conducting thorough user research, identifying user needs, and benchmarking against industry standards.

- Create wireframes and prototypes to test design hypotheses using Figma.

#### LetocoInvestment, UI/UX Designer | Remote [↗](#)

Letoco International Investment Ltd was founded as an investment consultancy company.

Aug 2022 – Aug 2023  
North Cyprus

- Redesigned the user interface of a real estate website using **Figma**.

#### Sokanacademy, UI/UX Designer | Full Time [↗](#)

Sokkan Academy is an online learning platform specializing in the field of IT.

May 2021 – Jul 2022  
Tehran, Iran

- Redesigned the homepage and implemented various features such as courses and testimonial and etc on the website.

• Led the design of two internal projects using Usability testing, User journey mapping, User flows, Design thinking, User interviews and Accessibility Methodologies.

- Published over 10 Persian articles on UI/UX design in Sokan Academy's website. [↗](#)

#### Tikkaa, UI/UX Designer | Full Time [↗](#)

Tikkaa is an online language learning platform that connects language tutors with thousands of learners.

Mar 2019 – Mar 2021  
Tehran, Iran

- Designed Tikkaa's online language learning website using methods such as user interviews, stakeholder interviews, and internal and external competitor analysis with Adobe XD.

### EDUCATION

#### Bachelor of Accounting, Islamic Azad University, North Tehran

2015 – 2017  
Iran, Tehran

### LANGUAGES

#### English

Professional working proficiency