Bita Abbasi

Product Designer

Portfolio Link | Bita Abbasi | abbasi.bit73@gmail.com | Iran,Tehran | +989330318088

SUMMARY

Bringing over 4 years of experience as a Product Designer, specializing in B2B and B2C financial products. Experienced in simplifying complex workflows and data into clear, scalable, user-centered experiences.

SKILLS & TOOLS

Design & AI Tools
Figma · Adobe Photoshop · Adobe Illustrator · Miro · Zeplin · Hotjar · Microsoft Clarity · AI-Powered Design Tools · AI-Native Workflows

UX Research & Strategy
User Interviews · Affinity Mapping · Information Architecture · User Personas · Usability Testing · User Flows · Design Thinking · User Research

UI & Interaction Design
Wireframing · Prototyping · Visual Design · Typography · Color Theory · Responsive Design · Material Design Systems · Interaction Design · Design Systems

Collaboration & Delivery
Cross-Functional Collaboration · Documentation · Agile & Scrum · Adaptability · Stakeholder Communication

PROFESSIONAL EXPERIENCE

Product Designer, Rasis
Jul 2024 – present
Tehran, Iran

Rasis is a software company focused on financial and business solutions, developing products across accounting, retail, restaurant management, parking, ERP, and related industries.

- Led the redesign of Rasis's accounting software, analyzing complex workflows and user needs to deliver logical, data-informed UX solutions within a Material-based design system.
- Designed responsive Web Apps and PWAs for parking, retail, and loyalty products, ensuring scalable and consistent experiences across platforms.
- Defined IA, user journeys, dashboards, and design systems for B2B and B2C financial products, balancing business requirements, data complexity, and user needs.
- Designed role-based financial dashboards for mall and merchant platforms, simplifying access to critical information and reducing unnecessary navigation.

UI/UX Designer | Remote, Residency Advisor
Dec 2023 – Jul 2024
Detroit,USA

Residency Advisor is a comprehensive platform designed to streamline the residency application and matching process. We consolidate essential program data, provide personalized recommendations, and foster meaningful peer collaboration.

- Contributing to the end-to-end redesign of the Residency Advisor platform, a residency search and matching platform for medical students, while helping shape the design direction for new products currently in the MVP stage.
- Designing on a code-aligned design system built with Tailwind CSS and shadcn/ui, keeping designand development consistent across the platform redesign and new products.

UI/UX Designer, Radman (Dero)
Aug 2022 – Aug 2023
Tehran, Iran

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

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.

UI/UX Designer| Full Time, Sokanacademy
May 2021 – Jul 2022
Tehran, Iran

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

- 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.

UI/UX Designer | Full Time, Tikkaa
Mar 2019 – Mar 2021
Tehran, Iran

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

- 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