



# Nabeel Abbas

## Senior Product Designer

Nabeel

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### EXPERIENCE

#### Senior Product Designer • Dubizzle Labs

July 2021 - Present

Enhance OLX's design system for 24M+ users by overhauling home, listing, and ad detail pages, improving usability and visual design.

Led product ideation workshops, conceptual development, and successful feature launches.

Collaborated closely with customer-facing teams, Project Managers, developers, and QA professionals to plan product roadmaps, devise design solutions, and deliver high-quality products into production.

Assisted in recruiting and hiring product designers.

Led the design strategy, aligning design efforts with user needs and overarching business goals, resulting in impactful design solutions.

Led an internal B2B product for OLX, overseeing a dedicated team to drive its successful development and implementation within the organization.

Collaborated closely with customer-facing teams, Project Managers, developers, and QA professionals to plan product roadmaps, devise design solutions, and ensure seamless delivery of products into production.

### SKILLS & TOOLS

User Research, Product Strategy, User Stories, User Journey, User Interviews, Usability Testing, Competitor Analysis, Information Architecture, Wireframing, Prototyping, A/B Testing, Design Sprint Facilitation, Service Design, Human Computer Interaction, Big-Picture Thinking, Product Roadmap Strategy, SDLC, Agile Practices, Adobe CS, Lottie Animations, HTML/CSS, Figma, Miro, Google Analytics, Hotjar, Jira, Asana

#### Product Designer • Phoenix Design

September 2022 - Present (Contract)

In Phoenix helped engineers and small/mid-size companies to facilitate the design process, present and iterate design solutions to offer delightful experiences to their users.

Collaborated with partners and teams across all stages of the design process, from research to design, in order to redesign the design system for Meltzer Hellrung.

Worked on user flows and journeys for multiple personas including customers, vendors for different projects. Incorporated user insights, business requirements, and technical constraints.

#### UI/UX Designer • Argontech

2020 - 2021

Solely led UI/UX efforts from ideation to production phase, ensuring seamless design implementation.

Designed, spearheaded, and successfully launched enterprise-level mobile applications, websites, and SaaS solutions, notably a comprehensive marketplace platform within the industry.

Contributed to blockchain projects, leveraging design skills to enhance user experiences within the cryptocurrency space. Employed Agile methodologies, utilizing Low/High fidelity mocks and prototypes, facilitating iterative design solutions.

Collaborated closely with project managers and clients across diverse industries, translating requirements into innovative and impactful design solutions.

### EDUCATION

#### Bachelors in Computer Science • 2016 - 2020

University of Central Punjab