

Assel Abilova

Senior Product Designer

10 years of experience in fintech, B2B, and AI-powered products.

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[LinkedIn](#)

Experience

Built	Senior Product Designer Aug 2025 – May 2026	- Led end-to-end product design for payments on a real estate finance platform powering \$3T+ in transactions. - Designed and launched Lien Waiver Management from concept to market, supporting \$100M+ in monthly payment volume within six months. - Partnered with Product, Engineering, and Data to design and ship complex payment workflows.
Azibo	Senior Product Designer Apr 2024 – Feb 2025	- Designed AI-powered workflows for property owners and renters, improving task efficiency by 40%. - Redesigned renter onboarding, reducing completion time by 30% and increasing engagement. - Led user research and usability testing, contributing to a 57% YoY increase in property owner satisfaction.
Providwell (Contract)	Product Designer Jan 2024 – Apr 2024	- Designed a mortgage rate app that helped real estate investors identify competitive financing options. - Built and maintained a design system with 100+ components, improving consistency and scalability across the product.
DroneDeploy	Product Designer Aug 2021 – Oct 2023	- Designed end-to-end workflows for capturing, organizing, and sharing aerial and ground reality-capture data. - Partnered with Product and Engineering to design integrations with construction management platforms.
Gensler Perkins+Wil	Designer Aug 2017 – May 2020	- Designed digital experiences across 8 end-to-end projects, from early concepts through final delivery. - Collaborated with multidisciplinary teams to translate business and user needs into intuitive digital experiences.

Education

B.F.A. in Design
Academy of Art University
2017

Awards

Azibo Impact Award • 2024
Azibo Hackathon Winner • 2024
GDUSA Award Winner • 2024
Best Design Portfolio at AAU • 2017

Skills

AI Product Design • UX/UI Design
Fintech • Payments
Design Systems
User Research • Usability Testing
Product Strategy
Prototyping • Interaction Design
Mobile & Web Design
Cross-Functional Collaboration
Front-End Development

Tools

Figma
Jira
Sketch
Storybook
Confluence
Claude
Codex
Framer
Cursor