



# Rola Asavo

Senior Product Designer

## Contact

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## Portfolio

- <https://www.behance.net/assafo>
- <https://dribbble.com/roulaa6>
- <https://assafo.com/>  
Password: **abcd**

## Skills

- Figma
- Sketch
- Adobe XD
- Prototype
- Wireframes
- Typography
- User Flow
- Design System
- App Design
- web Design
- RTL Design
- Design Thinking
- User Testing
- UX Research
- CSS 3
- HTML 5
- Javascript
- C#

## About me

Senior Product Designer with a user-centric mindset, passionate about creating high-performing websites and apps that deliver exceptional user experiences. Continuously eager to learn new skills and stay updated with the latest design techniques and trends.

## Experience

### Senior Product Designer

Klarna - Berlin - Germany  
April 2022 - August 2025

- Led the integration of PriceRunner into Klarna's platform, transforming Klarna into a comprehensive shopping destination.
- Scaled and optimized the design system for Klarna's web experience (Bubble), incorporating components from PriceRunner's design system.
- Spearheaded the design efforts for the "Login with Klarna" project, enhancing the user authentication experience.
- Collaborated on defining the vision and design strategy for Klarna's Corporate Payment Card, aligning it with Klarna's overarching product goals.

### Senior Product Designer

Ounass - Dubai - United Arab Emirates  
December 2020 - April 2022

- Established and maintained the design system, training junior team members on its implementation and best practices.
- Led product grooming sessions to align cross-functional teams on project priorities and requirements.
- Conducted discovery research, concept validation, and usability testing to inform design direction.
- Translated research insights into optimized user flows, identifying and resolving key experience pain points.

### UX/UI Designer

Carrefour - Dubai - United Arab Emirates  
October 2018 - March 2020

- Transitioned from a front-end developer to a product designer, joining the Search and Personalization squad as a Level 14 designer.
- Conducted Conversion Rate Optimization (CRO) research and implemented A/B testing to enhance the personalization strategy.
- Delivered end-to-end UX optimizations, from ideation through to design implementation.
- Collaborated in an agile environment, rapidly iterating and testing concepts to refine the user experience.
- Simplified complex user and business requirements into intuitive and elegant design solutions.

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## Education

### Bachelor in art of Psychology

Aleppo University

2003 - 2009

## Languages

- Arabic - Native
- English - Fluent
- Dutch - Intermediate

## UX/UI Designer

Souqalmal - Dubai - United Arab Emirates

August 2017 - October 2018

- Collaborated with product management and engineering to define and deliver innovative solutions for product strategy, visual aesthetics, and overall user experience.
- Executed all visual design stages, from concept development to final hand-off for implementation.
- Created wireframes, storyboards, user flows, process flows, and sitemaps to communicate complex interaction and design concepts effectively.
- Conducted user research and gathered feedback to continuously iterate and improve design outcomes.

## UI Designer/Developer - Freelance

Leersum - Netherland

May 2014 - August 2017

- Managed various design and development projects for Dutch clients, including Niessen Mode, Tegel Mega Shop, PhoneXtra, and Wijnbox.
- Created wireframes and interactive prototypes for the new mobile web app for Sprii.com.
- Developed the Magento2 Arabic frontend for Sprii.com to enhance accessibility for regional users.

## Front-end Developer

PSD2Drupal - Aleppo - Syria

August 2009 - January 2014

- Designed and developed Drupal websites for global clients, including Turkcell, GoodWill, Georgia Sea, and Qatif Festival.
- Created responsive and visually appealing web solutions, ensuring cross-browser compatibility and optimized performance.