

Jarry Abbas

Senior Product Designer

jarry_321@hotmail.com
+92 343 2549979
Karachi, Pakistan
[LinkedIn](#)

EXPERIENCE

Senior Product Designer

Edge — *Mountain View, California, USA (remote)*

Apr 2024 - Present

- Redesigned Edge's talent-facing portal for its shift from managed curation to a two-sided marketplace, resulting in 13K+ talent sign-ups and 400+ talent live on the marketplace within three months of launch.
- Designed the customer referral feature end to end that generated 100+ referrals and 30+ new customers at a 31% conversion rate within three months of launch.
- Built and scaled Edge's React-based design system across talent and customer-facing products, working with engineers and using Storybook to keep design and code in sync.

Product Design Lead

DGlobal (formerly Dbank) — *Karachi, Pakistan*

Jun 2022 - Mar 2024

- Led the 0-to-1 design of the consumer banking app and core banking systems, managing a team of 3 designers.
- Ran discovery, user research, interviews, and usability testing, presenting design decisions directly to founders and leadership throughout.
- Built a fully custom mobile design system, collaborating with engineers to implement it on Flutter.

Creative Lead

Agency Partner Interactive — *Dallas, Texas (remote)*

Nov 2020 - May 2022

- Designed web apps, mobile apps, marketing websites, and brand identities hands-on for US-based clients, alongside leading a multidisciplinary team of UX designers, illustrators, and graphic designers.
- Owned projects end to end, collaborating directly with clients from initiation to delivery.

Design Lead

Digitonics Labs — *Karachi, Pakistan*

Jan 2017 - Oct 2020

- Designed and delivered branding, marketing websites, and web apps for US-based clients while leading the design team.
- Oversaw quality across brand identity, visual design, and web design work.

Portfolio

<https://www.jarryabbas.com>

Education

Master's in Computer Arts
(MCA)

PAF-KIET

2017 - 2020

Bachelor's of Software
Engineering

Ilma University

2011 - 2015

Skills

Interface design

AI prototyping

Design systems

Interaction design

Visual design

User research

Information architecture

Wireframing

Usability testing

Tools

Figma

FigJam

Claude

Antigravity

Rive

Mobbin

Lovable

Gemini

Affinity

Languages

English (professional)

Urdu (native)