Isa Abilov

Senior Product Designer · Fintech & Payments

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SUMMARY

Senior Product Designer with 10+ years of experience designing mobile apps, web platforms, admin dashboards, payment terminals and POS interfaces for fintech, payments, SaaS and delivery products. Specialized in design strategy, flow simplification, product redesigns and scalable design systems. Since 2021, leading design for the MPAY payments ecosystem: **12+ products**, one shared design system and **500K+ app downloads**. Former startup co-founder, design team lead and mentor to designers.

CORE COMPETENCIES

Product Thinking	Translating business goals into design decisions, problem framing, hypotheses and prioritization, shaping the roadmap with product managers
Complex Systems	Multi-platform ecosystems (mobile, web, back office, terminal, POS), information architecture, end-to-end user journeys, edge cases and error states
Design Systems	System architecture, variables and design tokens, component variants, light/dark themes, multi-product scalability, documentation and governance
Research & Data	Qualitative and quantitative research, usability testing, funnel and heatmap analytics, support data analysis, outcome-driven iteration
Fintech	Onboarding and KYC, payment and transfer flows, merchant tools, AML, trust and security UX in regulated environments
Leadership	Building the design function from scratch, mentoring and design reviews, stakeholder management, developer handoff and design QA

WORK EXPERIENCE

Senior Product Designer · MPAY — Oct 2021 – Present

E-wallet and payments ecosystem · Azerbaijan

- Designed 12+ products as the primary designer of the ecosystem: MPAY 1.0–2.1, MPAY Business, dashboards, back office, payment terminals, mobile POS and the AML module.
- Redesigned the **payment flow**, cutting it from **7 to 5 steps** and adding quick actions after confirmation: repeat payment, autopay, favourites and receipt sharing.
- Redesigned **registration**, cutting it from **6 to 3 steps** and separating OTP verification from password creation, which unblocked **3–5K users** stuck in sign-up.
- Evolved a 2021 UI kit into a full design system in 2024: **variables and design tokens**, shared components, light/dark themes and a library of **800+ provider logos**. Every product is built on this system.
- Designed the payment terminal from scratch: both the touch interface and the physical kiosk (form, proportions, branding).

Head of Boosting & Educator · FLOW Education — Apr 2024 – Sep 2026

Self-employed · Baku · design education

- Led the Boosting track for designers' professional growth, managing courses, trainings, meetups and workshops.
- Taught UX/UI design and mentored junior designers.

Senior Product Designer · PayRiff — Jan 2021 – Feb 2025

Online payments platform for businesses · Azerbaijan, Pakistan, UAE

Remote Jan–Oct 2021 · Full-time from Oct 2021, shared design resource with MPAY

- As the sole designer, designed the mobile app, merchant dashboard (V1 and V2), checkout, multipay, CRM and the integration documentation site.
- Designed and localized dashboards, CRM and payment flows for **Abhipay**, PayRiff's product for the Pakistan market.
- Designed **CityCard**, a city transit payment system, from scratch: passenger app and on-board validator interface (100K+ downloads).
- Built the design system from scratch (**variables, design tokens**, shared component library) for all parallel product teams, and simplified transaction, refund and invoice flows in Dashboard V2.

Product Designer · Senpex Technologies Sep 2019 – Apr 2024

USA, remote · project-based contract · logistics and delivery

- Redesigned the customer and courier apps twice, shortening flows and removing unnecessary steps. Also designed the admin panel, CRM, website and a unified design system.

Co-Founder & Lead Designer · Fonibo Sep 2018 – Jan 2022

Multi-service delivery platform in Baku: restaurants, groceries, pharmacies and courier service in one app

- Took the product from concept to market: product strategy, design direction and brand identity.
- Co-led a 20+ person office team and an operations crew of 100+ couriers; worked with investors and partners on business strategy.
- Results: **20K+ active users**, **600–800 daily orders**, **150+ merchant partners**, **$100K+ total funding raised**, including $50K from DAAL Venture Capital in 2021.

UX/UI Team Lead · Data Processing Center May 2021 – Oct 2021

Ministry of Digital Development and Transport of Azerbaijan · full-time

- Led the UX/UI function: set up design processes and standards, mentored designers, ran design reviews, led UX research and embedded accessibility requirements into the process.

Product Designer · Whelp Apr 2019 – Mar 2021

Full-time, on-site · customer support platform

- Designed the dashboard, customer portal, mobile app and AI chatbot interface, bringing messenger, email and live chat conversations into one workspace.

UI/UX Designer · ElitSolutions Jan 2018 – Jul 2018

Full-time · Baku office

- Created websites, mobile app interfaces, wireframes and interactive prototypes across industries.

UI Designer · MileStone Yazılım Dec 2016 – Jan 2018

Contract · Türkiye

- Designed web and mobile interfaces for the Türkiye market and international markets and worked with developers through implementation.

Earlier: freelance UI and web design, 2015–2018.

SELECTED PROJECTS · CASE STUDIES

MPAY App Redesign 500K+ downloads · 4.8★ iOS — isabilov.com/work/mpay

CityCard · City transit payments App + validator · 100K+ downloads — isabilov.com/work/citycard

PalmPay · Biometric payments Mobile + POS · handoff in 1 week — isabilov.com/work/palmpay

Fonibo · Delivery platform 20K+ users · $100K+ raised — isabilov.com/work/fonibo

PayRiff · Online payments platform Design system + merchant dashboard — isabilov.com/work/payriff

Senpex · Logistics (USA) Customer, courier and admin apps — isabilov.com/work/senpex

Whelp · Customer support platform Omnichannel inbox + AI chatbot — isabilov.com/work/whelp

EDUCATION

Kyiv National University of Technologies and Design 2025 – Present
Computer Engineering

Istanbul Yeni Yuzyil University 2018 – 2021
Visual Communication Design

TOOLS

Design & Prototyping	Figma, Sketch, Framer, Adobe Photoshop, Adobe Illustrator, Zeplin
Analytics & Testing	Microsoft Clarity, Hotjar, Yandex Metrica, Lyssna, Useberry
Collaboration & AI	Jira, Notion, Miro, Claude, ChatGPT

LANGUAGES

- **Azerbaijani** — Native
- **Turkish** — Full Professional Proficiency (C1)
- **English** — Intermediate (B1)