

# M.G. HACHEM

## Strategic UX and Product Management Consultant

Dubai, United Arab Emirates | +971 50 556 0428 | mgh@mghachem.com

Portfolio: <https://www.mghachem.com> | LinkedIn: <https://www.linkedin.com/in/mohamadhachem/>

### EXECUTIVE SUMMARY

Experienced UX and product strategy professional with over 10 years of transforming complex challenges into scalable, user-centric solutions. Expertise in aligning business goals with user needs, streamlining workflows, and delivering measurable outcomes. Proficient in leading cross-functional teams, advising on product strategy, and implementing lean processes. Currently pursuing an MBA at Boston University to further develop strategic leadership capabilities.

### EDUCATION

**Boston University.** Massachusetts, USA Dec 2025  
*Master of Business Administration, MBA*

**American University of Sharjah,** Sharjah, UAE June 2014  
*Bachelor of Architecture, N.A.A.B Accredited*

### WORK EXPERIENCE

**TinkerList.TV.** Leuven, Belgium  
*SaaS platform providing newsroom systems and automated workflows for TV and media production, serving B2B media clients.*  
Head of UX Nov 2023 - Present  
Interim Head of UX Feb 2023 - Nov 2023  
Senior User Experience Designer May 2021 - Feb 2023

- Conducted 50+ in-depth client interviews, using insights to guide product strategy and improve user-centric design.
- Advised cross-functional teams on integrating research findings into scalable UX strategies, driving a 174% increase in engagement over 12 months.
- Designed modular design libraries, reducing ideation-to-execution time by 75% while ensuring consistency across teams.
- Implemented lean UX processes, cutting design waste from 66% to 2% and enhancing team efficiency.
- Streamlined operational workflows, reducing UX meeting times by 75%, resulting in faster decision-making and improved throughput.

**Ecomz.** Beirut, Lebanon  
*SaaS platform offering e-commerce solutions for B2B and B2B2C clients.*  
Senior Customer/User Experience Designer Feb 2020 - May 2021

- Delivered a platform-wide UX overhaul in 3 months, decreasing project costs by 70% and improving design efficiency by 50%.
- Partnered with marketing and development teams to redesign the company website, increasing organic traffic by 1,333% through improved UX and SEO optimization.
- Conducted competitive analyses and 30+ user research studies, using insights to shape the product roadmap and prioritize impactful features.
- Streamlined feature implementation workflows, reducing design-to-deployment time by 60% and improving cross-departmental communication.

**MGH Design Services.** Beirut, Lebanon  
Contract Visual and Experience Designer Oct 2014 - Feb 2020

**BH Engineering.** Beirut, Lebanon  
Architect . Branding Designer . Procurement Officer Oct 2015 - Feb 2019

**Bernard Khoury / DW4 Studios.** Beirut, Lebanon  
Intern Architect . Intern UI Designer Jun 2013 - Aug 2013

**Abar Arquitectos,** Barcelona, Spain  
Intern Architect Jun 2012 - Aug 2012

## COURSES AND CERTIFICATIONS

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### Digital Product Management Specialization

Dec 2020

University of Virginia - Darden School of Business

### Project Management Principles and Practices

Dec 2020

University of California, Irvine

### User Experience Research and Design Specialization

Nov 2020

University of Michigan

*Completed 40+ MOOC certifications in UX, Product Management, Development and Design. Full list available on my website*

## SOFT SKILLS

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- **Strategic Advisory:** Aligning business objectives with user-centered design strategies for long-term impact.
- **Stakeholder Management:** Collaborating with C-suite executives and cross-functional teams to achieve alignment on priorities.
- **Problem-Solving:** Delivering creative solutions to complex challenges under tight timelines.
- **Empathy-Driven Leadership:** Fostering collaboration by understanding user needs and stakeholder concerns.
- **Effective Communication:** Translating technical insights into actionable recommendations for diverse audiences.
- **Resilience in Dynamic Environments:** Adapting to ambiguity and driving progress in fast-changing landscapes.

## TECHNICAL SKILLS

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- **Research and Strategy:** User Research (Qualitative and Quantitative), Usability Testing, Human-Centered Design, Competitive Analysis, Data-Driven Decision Making
- **Tools:** Figma, Adobe XD, Balsamiq, Photoshop, Illustrator, InDesign
- **Product Development:** Roadmapping, Workflow Optimization, Concept Development, Agile and Lean UX Processes.
- **Programming and Development:** HTML, CSS, JavaScript, Tailwind, Astro.js, Gatsby.js, jekyll.js, Python, C#.
- **No-Code/Low-Code Platforms:** Webflow, Bubble, Airtable, Zapier
- **Artificial Intelligence:** Leveraging AI tools (ChatGPT, Gemini, Dall-E, Cursor, v0) to streamline ideation, optimize workflows, rapidly prototype and deploy MVPs

## LANGUAGES

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- English (Fluent, first language)
- Arabic (Native)
- Spanish (B1-B2)
- Turkish (A2)