Moe (M.G.) Hachem

UX and Product Strategy Consultant | Product and Systems Leader | MBA Candidate at Boston University
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EXECUTIVE SUMMARY

UX and product strategy consultant with 10+ years of experience fixing product friction, improving workflows, and delivering measurable outcomes. I combine product strategy, UX leadership, and AI-augmented delivery to help teams move faster and make clearer decisions. I work as a consultant or fractional product/UX leader to stabilize processes, align teams, and accelerate execution. Currently completing my MBA at Boston University.

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 - Today
Interim Head of UX   Feb 2023 - Nov 2023
Senior User Experience Designer   May 2021 - Feb 2023

- Conducted 50+ user interviews to identify pain points across news production workflows, contributing to a 174% increase in user engagement.
- Led an AI-assisted rebuild of a newsroom system, turning UX into a live, code-backed workflow that delivers testable prototypes and developer-ready handoffs, cutting iteration time by 80% and saving €55K+ in projected dev effort.
- Reduced design waste from 66% to 2% through modular design systems, cutting delivery time by 75% and improving team velocity.
- Streamlined operational workflows across design, product, and tech, reducing UX meeting time by 75% and improving decision-making cadence.
- Led an AI-augmented solo workflow to design, build, and ship an internal ops tool in under a week, streamlining QA and support across products, saving €20K+ in projected delivery costs.
- Owned product, design, and frontend; used prompt-driven scaffolding, AI-assisted debugging, and rapid prototyping to ensure quality and scalability.

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

- Led a full-platform UX overhaul in 3 months, cutting project costs by 70% and improving design efficiency by 50% and supporting higher conversion on key merchant flows.
- Partnered with marketing and dev to redesign the company website, increasing organic traffic by 1,333% through improved UX and SEO.
- Conducted competitive research and 30+ user studies to guide feature prioritization and roadmap alignment.
- Streamlined design-to-dev workflows, reducing handoff friction and cutting implementation time by 60%.

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

APPLIED RESEARCH AND INNOVATION

The AI Memory Prosthesis (SR-SI): Adaptive Context Management   Nov 2025
Developed a practical methodology for stabilizing long-running AI development workflows using shallow indexing and AI-to-AI documentation. Validated across three production projects, demonstrating a 7x improvement in token efficiency (quantified as 85.5% reduction in Net Token Efficiency Ratio), a 5x extension in coherent collaboration, and establishing a path for zero re-explanations and automatic documentation generation via the methodology.

COURSES AND CERTIFICATIONS

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

CORE COMPETENCIES

- **Product Strategy and Roadmapping:** Aligning user needs with business goals through prioritization frameworks, roadmap ownership, and iterative delivery.
- **Workflow & Process Optimization:** Designing systems that reduce friction, improve accountability, and enable high-velocity cross-team operations.
- **AI-Augmented Prototyping and Delivery:** Using structured prompt workflows to accelerate development, reduce delivery time, and maintain quality.
- **Strategic Facilitation & Communication:** Translating business ambiguity into structured decisions; supporting stakeholder alignment with clarity and empathy.
- **Cross-Functional Team Alignment:** Building trust and shared ownership across product, design, engineering, and leadership stakeholders.
- **UX Research (Qual and Quant):** Leading interviews, usability tests, and data synthesis to uncover user friction and inform product direction.
- **Innovation & Change Leadership:** Driving scalable, sustainable design and product initiatives through uncertainty, risk, and rapid iteration.
- **No-Code / Low-Code Ops:** Shipping MVPs and internal tools using Webflow, Airtable, Zapier, and automation systems.
- **Technical Fluency:** Working knowledge of HTML, CSS, JS, Tailwind, Astro.js to enhance dev collaboration and speed up prototyping.

SKILLS AND TOOLS

- **Strategy and research:** Product Strategy, Roadmapping, Business Case Development, Stakeholder Strategy, UX Research, Usability Testing, Competitive Analysis, Lean UX, Concept Development, Data-Driven Decision Making
- **AI-augmented workflow:** Prompt Engineering, AI Prototyping, AI-Assisted Debugging, Research Acceleration, Scenario Modeling, Generative Research, Structured Synthesis, DALL·E.
- **Collaboration and delivery:** Workflow Optimization, Cross-Functional Collaboration, Stakeholder Management, Agile, Design Systems
- **Tools and tech:** Figma, Webflow, Airtable, Zapier, Notion, HTML, CSS, JavaScript, Tailwind, Astro.js, Bubble, Gatsby.js, Jekyll.js, Python, C#

LANGUAGES

- English (Fluent)
- Arabic (Fluent)
- Spanish (B1-B2)
- Turkish (A2)