

M.G. HACHEM

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

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EXECUTIVE SUMMARY

Strategic UX and product leader with 10+ years of experience turning complex challenges into measurable business outcomes. Experienced in optimizing operations and delivering user-informed digital solutions through lean, AI-augmented workflows. Skilled at leading cross-functional teams and driving clarity at the intersection of design, product strategy, and business systems. Currently pursuing an MBA at Boston University to deepen leadership and consulting 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 Nov 2023 – Today
SaaS platform providing newsroom systems and automated workflows for TV and media production, serving B2B media clients.
Head of UX Feb 2023 - Nov 2023
Interim Head of UX May 2021 - Feb 2023
Senior User Experience Designer

- Conducted 50+ user interviews to identify pain points across news production workflows, contributing to a 174% increase in user engagement.
- 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 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 Feb 2020 - May 2021
SaaS platform offering e-commerce solutions for B2B and B2B2C clients.
Senior Customer/User Experience Designer

- Led a full-platform UX overhaul in 3 months, cutting project costs by 70% and improving design efficiency by 50%.
- 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 Oct 2014 - Feb 2020
Contract Visual and Experience Designer

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

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

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

COURSES AND CERTIFICATIONS

Digital Product Management Specialization University of Virginia - Darden School of Business	Dec 2020
Project Management Principles and Practices University of California, Irvine	Dec 2020
User Experience Research and Design Specialization University of Michigan	Nov 2020

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