M.G HACHEM

EXPERIENCE DESIGNER

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https://www.mghachem.com

About

Experienced CX/UX researcher and designer. Dedicated to creating evidence-driven solutions that solve user problems and benefit business.

Skills

LANGUAGE

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

CRAFT

User needs research . Ideation . Sketching . Concept development . Illustration . Design research . User-centered design . Human factors . Wireframing . Prototyping . Digital modelling . User Testing

SOFTWARE

Balsamiq . Figma . Adobe XD . Invision. Illustrator . InDesign . Photoshop . Rhinoceros . AutoCAD . V-Ray rendering . Unity3D

PROGRAMMING

HTML . CSS . Javascript . jQuery . Python . C#

Work experience

TINKERLIST.TV (LEUVEN, BELGIUM)
Senior User Experience Designer . 2021 - Present
Interim Head of UX . 2023 - Present
- Conduct and lead 3 user research sessions weekly using qualitative and quantitative methods to inform product development.
- Collaborate with cross-functional teams to align product goals with user needs.
- Co-lead the design process from ideation, validation, and execution across all product ranges.
- Developed modular design libraries that reduced transition time from ideation to execution from 8 to 2 working days, increasing efficiency by 75%.
- Reduced UX meeting hours from 15 to 3.75 hours, resulting in a reduction of meeting hours by 75% and streamlining the design process.
- Promoted a lean UX approach, increasing collaboration and product focus.

ECOMZ (BEIRUT, LEBANON)
Senior Customer/User Experience Designer . 2020 - 2021
- Led concurrent design projects: no-code e-commerce website builder, and ecommerce platform UX overhaul.
- Led UX/UI design and web development of company website and ZenDesk helpdesk, improving SEO, traffic, and form submission rates by 1333%.
- Developed modular design systems, reducing transition time from ideation to execution from 10 to 3 working days and improving efficiency by 70%.
- Conducted user research, translated findings into actionable insights, and guided product development roadmap.
- Collaborated with product, engineering, and marketing teams.

MGH DESIGN SERVICES (REMOTE)
Contract Visual and Experience Designer . 2014 - 2020

BH ENGINEERING (BEIRUT, LEBANON)
Architect . Branding Designer . Procurement Officer . 2015 - 2019

BERNARD KHOURY / DW4 STUDIOS (BEIRUT, LEBANON)
Intern Architect . Intern UI Designer . 2013

ABAR ARQUITECTOS (BARCELONA, SPAIN)
Intern Architect . 2012

Education

AMERICAN UNIVERSITY OF SHARJAH (SHARJAH, UAE)
Bachelor's of Architecture . N.A.A.B Accredited . 2014

UNIVERSITY OF VIRGINIA - DARDEN SCHOOL OF BUSINESS
Digital Product Management Specialisation . 2020

UNIVERSITY OF CALIFORNIA, IRVINE
Project Management Principles and Practices Specialisation . 2020

UNIVERSITY OF MICHIGAN
User Experience Research and Design Specialisation . 2020