M.G. HACHEM
EXPERIENCE DESIGNER

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https://www.mghachem.com

ABOUT

I design experiences for both the digital and the physical world. I create designs that emphasize ease of use and accessibility, and provide valuable solutions to end-users problems.

I believe good design is innovative, functional, clean, and honest.

SKILLS

LANGUAGES

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

PROGRAMMING LANGUAGES

HTML . CSS . Javascript . Python . C#

EDUCATION

AMERICAN UNIVERSITY OF SHARJAH (SHARJAH, UAE)

Bachelor's of Architecture . N.A.A.B Accredited . 2014
Completed 178 credits split between architecture, visual, and product design.

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

WORK EXPERIENCE

TINKERLIST.TV (LEUVEN, BELGIUM, REMOTE)

Senior User Experience Designer . 2021 – Present

Conducted user research and interviews regularly to keep users at the forefront of the design process and leverage their knowledge and expertise.

Worked with the product team to overhaul the platform's flows, systems, interaction, and UI to align with user needs and expectations.

Collaborated with the CEO as part of a team responsible for research, design, anddevelopment of automation software that democratizes live production.

Opened the platform to new markets by adding RTL language support.

ECOMZ (BEIRUT, LEBANON)

Senior Customer and User Experience Designer . 2020 – 2021

Project and UX lead on a zero-code website builder project that enables users to create highly customizable SEO-ready e-commerce sites with little effort.

UX lead on a platform-wide revamp focused on improving usability, and accessibility.

Designed and developed the company's website and the ZenDesk helpdesk, resulting in improved SEO performance, traffic, and form submission rates by up to 1333%.

M.G.H DESIGN SERVICES (REMOTE)

Contract and project-based Visual and Experience Designer . 2014 – 2020

BH ENGINEERING OFFICE (BEIRUT, LEBANON)

Architect . Branding Designer . Procurement Officer . 2015 – 2019

BERNARD KHOURY / DW5 STUDIOS (BEIRUT, LEBANON)

Intern Architect . Intern UI Designer . 2013

ABAR ARQUITECTOS (BARCELONA, SPAIN)

Intern Architect . 2012