

Nour Hazim

Brand & Product Designer

BRANDING · ART DIRECTION · UX/UI · PRODUCT STRATEGY · 360° DESIGN

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Bordeaux, France | French Residency

WORK EXPERIENCE

Independent Brand & Digital Designer

Nov 2024 - Present

BRAND IDENTITY · UX/UI · WEB & MOBILE DESIGN

- Designed the full brand identity (logo, visual system, art direction) for Middle Child, a restaurant & grocery concept.
- Led UX/UI audits and design consultancy for Sofinco, France, including interface flows, mobile design, and usability improvements.

Lead Product Designer @ Waverider, New York (Mental Health)

Oct 2022 - Oct 2024

UX/UI · DESIGN SYSTEM · MOTION & VISUAL ASSETS

- Designed the full UI and design system for a mental health app including both the B2C mobile app and the B2B therapist dashboard.
- Created icon sets, illustrations, and onboarding animations to enhance product storytelling.

Founding Designer @ Beanstock, Paris (Fintech)

Nov 2019 - Oct 2022

360° BRAND IDENTITY · UX/UI · TEAM MANAGEMENT

- Created the full brand identity from scratch: logo, design system, tone of voice, and visual guidelines.
- Founded and structured the entire design department; ensured brand consistency across platforms and formats (product, web, and print)

Digital Designer @ Antwork, Beirut (Coworking Platform)

Jun 2018 - Jul 2020

UX/UI · MOBILE & WEB · VISUAL CONTENT & MOTION

- Designed the full UX/UI of the B2C member app, internal tools, and white-label B2B dashboard.
- Produced branded visuals, social media assets, motion graphics, and digital comms content.

Graphic Designer @ Vit-E, Beirut (Design Agency)

Sep 2016 - May 2018

BRANDING · EDITORIAL · DIGITAL ASSETS

- Delivered over 30 branding and editorial design projects for NGOs, startups, and SMEs.
- Designed reports, marketing assets, web visuals, and client-facing documents across print and digital.

Graphic Designer @ République, Beirut (Advertising Agency)

Jun 2015 - Aug 2016

BRANDING · SOCIAL MEDIA · UX/UI · CAMPAIGNS · DIGITAL & PRINT

- Worked on visual content across brand campaigns, social media, and digital interfaces.

PROFILE

Multidisciplinary designer with 10 years of experience in branding, art direction, editorial design, and UX/UI. I create bold brand identities, campaigns, and digital products with a strong focus on storytelling, detail, and cohesive user experience.

I've worked across print, digital, and environmental design, and love combining creative vision with product thinking to build engaging, meaningful brand experiences.

SKILLS & LANGUAGES

Branding & Visual

Visual Identity · Logo Design · Editorial & Packaging · Art Direction · Infographics · Motion/2D Animation

Product Design & Strategy

User Research · Journey Mapping · Wireframes · Prototyping · UI Design · MVP Scoping · Prioritization · Brief Writing · Agile Sprints · Stakeholder Collaboration

Software

Adobe Creative Suite · Figma · FigJam · Miro · MidJourney · Notion · RunwayML

Languages

Arabic — Native
French — Native
English — Fluent · Trilingual

CERTIFICATES

Human-Centered Design

Coursera — Ideo, 2025

Building Great Products

Reforge, 2024

EDUCATION

Bachelor in Graphic Design (Art Direction & Multimedia)

Académie Libanaise Des Beaux-Arts · 2015

Honor's List / Ranked First for final project, presented to the Ministry of Tourism

PERSONAL INTERESTS

Ceramics · Food Design · Embroidery