Nour Hazim
Senior Product Designer

PRODUCT STRATEGY · UX/UI · PRODUCT LEADERSHIP · BRANDING

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Bordeaux, France | French Residency

WORK EXPERIENCE

Independent Product & Brand Designer
Nov 2024 – Present

WEB · MOBILE · UX/UI · BRANDING

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

Lead Product Designer @ Waverider, New York
Oct 2022 – Oct 2024

MENTAL HEALTH · B2C/B2B · SAAS · MOBILE · WEBAPP

- Led UX strategy and UI design for a mobile app (B2C) and therapist dashboard (B2B)
- Led design of core features (mood journaling, data insights) and built scalable design systems supporting long-term product growth
- Conducted user research and usability testing with clinicians and patients

Founding Product & Brand Designer @ Beanstock, Paris
Nov 2019 – Oct 2022

FINTECH · B2C/B2B · SAAS · MOBILE · WEBAPP

- Led product and brand design across buyer/seller platforms (Beanstock.com + BeanstockPro)
- Managed a cross-functional team of 4 and established scalable design systems
- Shaped roadmap and agile delivery, contributing to €12M fundraising and 10K+ monthly active users across 3 countries

Lead Product Designer @ Antwork, Beirut
Jun 2018 – Jul 2020

COWORKING · B2C/B2B · SAAS · WEBAPP · MOBILE · SERVICE DESIGN

- Designed the member app (B2C), internal back-office tools, and a white-label dashboard for space owners (B2B)
- Conducted workshops, interviews, and testing to refine customer journeys
- Scaled and adapted the platform across 4 locations (Lebanon HQ, Jordan, KSA, Cyprus), supporting 3,000+ active members

Graphic & Digital Designer @ Vit-e, Beirut
Sep 2016 – May 2018

BRANDING · WEB · EDITORIAL · APP DESIGN · CAMPAIGNS

- Managed 30+ projects from 360° brand identity to editorial, campaigns, websites, and app interfaces, ranging from NGOs and SMEs to e-commerce and startups

Graphic & Digital Designer @ République, Beirut
June 2015 – Aug 2016

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

- Contributed to cross-channel brand content including social media design, branding, and early UX/UI work for digital campaigns

PROFILE

10+ years shaping digital products from idea to launch, blending product strategy, experience design, and branding across startups and consulting engagements. Lead cross-functional teams, partner with clients, and deliver human-centered solutions with measurable business impact.

SKILLS & LANGUAGES

Product Design & Strategy
User Research · Journey Mapping · Experience Design · Product Strategy · MVP Definition · Prioritization · Prototyping & UI Design · Design Systems · Stakeholder Collaboration · Brief Writing · Agile Delivery · AI-Assisted Design Workflows · Accessibility & Inclusive Design

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

Software
Figma · FigJam · Framer · Notion · Jira · Miro Confluence · Maze · Mixpanel · Illustrator Photoshop · InDesign · After Effects

Languages
Arabic — Native
English — Fluent
French — Native

CERTIFICATES

Human-Centered Design
Coursera — Ideo, 2025

AI for Product Managers
Maven — Shreyas Doshi, 2025

Building Great Products
Reforge, 2024

EDUCATION

Bachelor in Design, Multimedia & Digital Focus
Académie Libanaise Des Beaux-Arts · 2015

Honors List / Ranked first for final project, presented to the Ministry of Tourism

PERSONAL INTERESTS

Ceramics · Food Design · Embroidery