Hazem Alhabbal

Product Designer | UX/UI Design | Digital Product Strategy
hazemalhabbal.com · LinkedIn · Hazemalhabbal@gmail.com · (619) 907-2293 · San Diego, CA

Professional Summary

Product and UX/UI design professional with 12 years of experience across digital services, business operations, and product development. Experienced in translating business requirements into user-centered interfaces, improving digital workflows, and collaborating across technical and business functions. Combines a B.S. in Design Management with an M.S. in Data Analytics to approach product decisions through usability, business context, and analytical thinking.

CORE SKILLS

UX/UI Design: User-Centered Design, User Interface Design, Wireframing, Prototyping, Information Architecture, Interaction Design
Product Design & Strategy: Digital Product Design, User Flows, Requirements Gathering, Design Problem-Solving, Product Planning
Design & Business Collaboration: Stakeholder Communication, Cross-Functional Collaboration, Client Requirements, Workflow Improvement, Design Management
Data-Informed Design: UX-Informed Data Visualization, KPI Development, Business Analytics, SQL, Python, Tableau

PROFESSIONAL EXPERIENCE

Digital Product & Operations Lead | Panda Voiceover | 2014–Present

- Managed the development and ongoing improvement of digital service experiences, balancing user needs, business requirements, and operational constraints.
- Applied UX/UI design principles to organize digital workflows, structure information, and improve interactions across customer and talent-facing processes.
- Translated client, voice-talent, and internal operational requirements into product and workflow improvements.
- Coordinated with technical and creative contributors to align digital solutions with service delivery needs.
- Restructured operational data to support more consistent information organization, future search functionality, and reporting requirements.
- Integrated business and analytics perspectives into digital product planning, emphasizing usability, clarity, and measurable business objectives.

ADDITIONAL PROFESSIONAL EXPERIENCE

Haflati | UI Design & Technology Consultant | 2024

- Contributed to digital product planning and interface design, connecting business requirements with user experience considerations.

- **Kabbani for Decoration | Digital Marketing | 2016–2019**
- Supported digital marketing, online content, and brand communications across customer-facing digital channels.
- Applied visual communication and digital design principles to support marketing activities and brand presentation.

SELECTED PRODUCT & UX PROJECTS

Haflati | User Interface Design & Product Planning | 2024
- Contributed to interface design and digital product planning, translating business requirements into user-centered interface concepts.
- Applied information architecture and UX/UI principles to organize product functionality, navigation, and user interactions.

Panda Voiceover | Digital Workflow & Information Architecture
- Applied UX/UI principles to digital service workflows supporting client projects, voice-talent coordination, and information management.
- Restructured operational information and defined requirements for future search and reporting capabilities, considering usability alongside business needs.

SELECTED ACHIEVEMENTS

Best Startup Award | STEP Conference, Dubai | 2020
- Earned Best Startup recognition through a presentation communicating a digital service concept, its user value, and business opportunity.

Amazon Alexa — Arabic Text-to-Speech (TTS) Projects | 2021–2023
- Contributed to Arabic speech-production projects supporting Amazon Alexa, including over 280 hours of recording quality monitoring and evaluation against project requirements.

EDUCATION

Master of Science (M.S.), Data Analytics
Western Governors University | 2026
Bachelor of Science (B.S.), Design Management
American University of Sharjah | 2012