Caline El Hachem

Senior UI/UX Designer, AI-Native Product Design & Design Systems

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PROFILE

Senior UI UX Designer with 6+ years across AI SaaS, luxury e-commerce, and B2B. Specializes in design systems and AI-native interfaces that keep users in control of AI-driven outputs. Brings hands-on experience leading design teams and owning UX vision end to end.

FULL TIME EXPERIENCE

AEMS | London, United Kingdom — Aug'23 – Present

Head of Design | ***Senior UI/UX Designer***

- Led a team of 6 designers across sprint planning and roadmap prioritization
- Built the design system with 200+ components for faster handoffs, and delivered 40+ features

Ecomz | Beirut, Lebanon — May'23 – Aug'23

Senior UI/UX Designer

- Designed and launched multiple e-commerce websites end to end, building brand aligned design system
- Optimized layouts and user flows, improving usability and driving higher client satisfaction

Facedapter | Geneva, Switzerland — Sep'21 – May'23

UI/UX Designer

- Designed the full UI for a face recognition app, and analytics dashboard
- Led the company's full visual rebrand across all digital touchpoints

FREELANCE EXPERIENCE

Ayyla AI | Dubai, UAE — Feb'26 – Present

- Led UX and served as Design Head for an AI-native software
- Defined information architecture, cutting cognitive load, replacing 10+ tools

Octivore | Beirut, Lebanon — Aug'23 – Jan'24

- Redesigned cybersecurity platform, restructuring navigation and IA for threat monitoring
- Designed alert workflows and UI patterns that let analysts act on threats with speed

Rebar Express | Beirut, Lebanon — Sep'22 – Mar'23

- Redesigned the company website, increasing visits by 120%
- Built a strategic sitemap and simplified navigation, reducing bounce rate

Donna Hourani | Dubai, UAE — Feb'22 – Jul'22

- Designed a luxury e-commerce platform with mobile first layout
- Built a Jewelry customization flow, extending session duration

EDUCATION

NABA | Milan, Italy — Sep'16 – Feb'20

Bachelor's Degree – Industrial & Interior Design (Dual)

- Thesis: Interior & Product design focused on Mobility. Graduated with Distinction (GPA: 109/110)

UI/UX Design Certification | Online — Mar'20 – Sep'20

- Top 5% of cohort: 1st place – best design & most user-friendly website

SKILLS

Languages: Fluent in English, French and Arabic

Design Tools: Figma, Framer, Illustrator, Photoshop, InDesign, AutoCAD, Rhino 3D, KeyShot

UX & Product: User Research, Wireframe, Prototyping, Information Architecture, Responsive Design

AI & Emerging Tools: Claude, ChatGPT, Figma AI for research synthesis & design system automation