

BILAL HATIM

PRODUCT DESIGNER

GET IN TOUCH

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AREAS OF EXPERTISE

- Leading teams to build net-new product experiences from business requirements.
- Moving MVP stories through product teams from strategy to release.
- Crafting UX interactions for engagement leveraging gaming principles.
- Translating user research and testing into product features and updates.
- Driving team reviews, stand-ups, and working sessions to share skills.
- Collaborating on diverse teams with diverse personalities while keeping a smile.

PROFESSIONAL HISTORY

Senior Product Designer

Lowe's Home Improvement (LOW) | October 2019 to present

- Led the design and discovery exercise to roll out adding a protection post-purchase for previously bought item. Which is a \$5.3M top-line revenue growth item for Lowe's.
- Delivered the final strategy and design to release Text Notifications for Order Updates and increase order visibility for customer satisfaction.
- Leading the contribution of Post-purchase insights and experiences in cross-team collaboration workshops to create alignment throughout design teams in Ecommerce.

Lead UX Designer

Levelwing Digital Marketing Agency | Nov 2017 to October 2019

- Designed and produced 3 full site redesign experiences for mobile and web.
- Articulated and defended the rationale of designs to engage in conversation with our internal team as well as excite clients in presentations.
- Craft documentation throughout the design process and prepare deliverable assets for other members of my team (developers, content creators, project managers, visual designers)
- Collaborate with analytic and media teams to design functional, data informed, innovative solutions..

Information Designer | Content Strategist

The Coca-Cola Company (KO) | Aug 2016 to September 2017

- Lead a project to redesign a 100 top pages on the company intranet that increased associate task completion by optimizing page level content.
- Designed digital information structures, strategies, and governance that improved business processes in HR.
- I migrated legacy content from share-point into Adobe AEM and identified opportunities to combine, remove and highlight content.
- Performed stakeholder user research, solicited associate feedback, and validated findings in client presentations.

EDUCATIONAL HISTORY

General Assembly ATL

UX Immersive Course

Florida A&M University

Business Administration

PERSONAL BACKGROUND

I love people, monopoly, egg nogg and gaming. I am from Tallahassee FL, and I enjoy living life. Business and design are disciplines I study often. Currently, I am expanding my career by focusing on Experience Design and Systems Architecture.