# ramsey hatoum

Product design & UX

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I design digital products and the systems behind them, combining hands-on product work with enterprise consulting. I connect user needs, business priorities and technical constraints, from early prototypes through delivery.

## SELECTED PRODUCT

### Tidle | Task management app

Nov 2025 - Present

- Built and shipped a cross-platform task app for iPhone and iPad, owning product strategy, UX and implementation.
- Designed reminders, widgets, subtasks and productivity insights; iterated across **5 releases** based on user feedback.

## PROFESSIONAL EXPERIENCE

### PricewaterhouseCoopers (PwC)

Oct 2021 - Present

**Manager**, Jan 2026 - Present | **Senior Associate**, Jun 2023 - Jan 2026
**Associate**, Oct 2021 - Jun 2023

- Designed and implemented an automated lead-routing workflow, reducing time-to-first-touch from **60+ minutes to approximately 5 minutes** and improving assignment accuracy.
- Designed a role-based provisioning model for a Fortune 100 airline, supporting rollout to **80,000+ employees across 40 roles**.
- Owned requirements, process design and stakeholder alignment for a lead-to-opportunity workstream, delivering **95%+ of committed scope on time**.
- Built proofs of concept and facilitated on-site workshops to align requirements early and reduce downstream change requests.
- Partnered across Analytics, Marketing and Delivery to align roadmaps; delivered **3 dashboards and 20+ KPIs** to track adoption and operational performance.

## SKILLS & TOOLS

**Design & delivery:** Product strategy, workflow design, requirements definition, prototyping, stakeholder workshops, UAT, Agile / SAFe.

**Technical:** Salesforce Sales / Service Cloud, Flow, Apex, LWC, CRM Analytics, Tableau / Power BI, REST APIs, Git, Jira / Azure DevOps.

## EDUCATION & CREDENTIALS

### New York University

Sep 2017 - May 2021

B.S. Business & Technology Management
Cum Laude, Dean's List, GPA 3.67 / 4.00

**Salesforce certifications:** UX Designer, Business Analyst, Administrator, AI Associate / AI Specialist, Einstein Analytics / Discovery Consultant.

**Awards:** HackNYU - 1st Place (2019); HackDibner - 1st Place (2018).