
Azmy Hanifa

Senior Design Manager · Dubai, UAE
azmy145@gmail.com · +971 58 971 3921
linkedin.com/in/azmyhanifa · azmyhanifa.com

01

PROFILE

Product design leader with 12+ years in design, the last 9 in GCC e-commerce at Noon and Landmark Group. I lead a team of 12 across product design, brand and UX writing for 8 brands, including Centrepont, Max, Homecentre and Babyshop. I built our multi-brand design system from scratch, brought AI into how we design and ship, and still build hands-on, from coded prototypes to Figma plugins with 2,000+ users.

02

PROFESSIONAL EXPERIENCE

Senior Design Manager, E-commerce

Jan 2026 – Present

Landmark Group (Landmark Digital) · Dubai, UAE

- Head e-commerce design across 8 brands, 7 markets and 2 languages, leading a team of 12 across Dubai and Bangalore in product design, brand design and UX writing.
- Led the Max and Babyshop rebrands end to end as design head and product owner, advising engineering throughout. Max lifted PLP-to-PDP by 32%, and Babyshop lifted add-to-basket by 19%.
- Initiated and headed the design direction for Landmark's Quick Commerce initiative.
- Crafted the team's career ladder and operating standards, now used for ratings, promotions and reviews.
- Played a key role in hiring 8 designers, 4 of whom I mentored into senior roles where they now lead their own teams.
- Advocated for research and made it standard in how we plan, from peak-sale studies to feature validation, using usability tests, user interviews and surveys to shape the roadmap.

Lead Product Designer

Dec 2021 – Dec 2025

Landmark Group (Landmark Digital) · Dubai, UAE

- Founded Landmark Digital Language, the design system now behind 7 brands. It halved rebrand time for Max and Babyshop, and new components reach another brand about 4x faster.
- Redesigned the Centrepont PDP, lifting conversion by 16%.
- Ran a week-long design-to-dev sprint with engineering in Bangalore that cut handoff from 3–4 days to 4–6 hours with AI-assisted workflows.
- Led gamification work, from a product finder quiz to spin-the-wheel games, driving 3x+ conversion for participating users.
- Ran optimization experiments, from multi-grid PLP layouts to Complete the Collection, rolling winners out to all users.

Senior Product Designer

Apr 2018 – Dec 2021

Landmark Group (Landmark Digital) · Dubai, UAE

- Led the first Max Fashion website redesign (v1.0), which lifted overall conversion by 31% after launch.
- Led the full Emax platform rebuild across apps, desktop and mobile web in 3 weeks, followed by 19% year-on-year revenue growth, plus the Homecentre website revamp.

User Interface Specialist

May 2017 – Apr 2018

Noon · Dubai, UAE

- Part of the founding design team that launched Noon across the UAE and Saudi Arabia.
- Led design for the first version of the Noon seller platform.

User Experience Designer, Frontcube

Dec 2016 – May 2017

Delivered microsites for Al Jazeera and redesigned the core website for TRT World.

User Interface Engineer, Zone24x7

Nov 2014 – Nov 2016

Designed digital experiences for tier-1 US retailers, including Macy's and Kohl's.

Web Designer, N++ Studios

Mar 2014 – Aug 2014

Designed and built websites for Sri Lankan SMEs in tourism, retail and hospitality.

03

TOOLS I BUILD

FlipArabic

500+ users

Figma plugin that turns English designs into Arabic RTL layouts.

Tokens Studio Tree Inspector

1,300+ users

Figma Dev Mode plugin that shows Tokens Studio tokens across nested layers at once.

[Featured in the Tokens Studio documentation](#)

Latch

Figma Community

Figma plugin that applies design system tokens and shows token coverage for any selection.

Flash Frame Generator

Figma plugin that generates frames across breakpoints so designs can be stress tested quickly.

04

SKILLS

Design leadership: team leadership, hiring, mentoring, design reviews and critique

Quality and standards: product quality, design standards, documentation, DesignOps

UX craft: end-to-end UX, user research, interaction design, visual design, prototyping in Figma and code

Design systems: building systems, token architecture, component libraries, multi-brand consistency

Research: usability testing, user interviews, heuristic analysis, workshop facilitation

Product and strategy: product vision and ownership, stakeholder management, analytics, Agile and Scrum

RTL and localization: EN/AR interfaces, Arabic RTL layouts, RTL design workflows

AI-native workflows: Claude, ChatGPT, Cursor, AI-assisted design-to-dev handoff

Tools: Figma, Tokens Studio, Photoshop, Maze, Lookback, Notion, Jira, Azure DevOps

05

EDUCATION & CERTIFICATIONS

Higher National Diploma in Computing

2012 – 2013

Pearson

Professional Scrum Master I (PSM I)

Aug 2019

Scrum.org