Azmy Hanifa

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Craft oriented design leader who develops teams and systems that consistently drive meaningful impact. Leading design across multiple brands at Landmark Group, serving millions of users across MENA.

EXPERIENCE

Landmark Group

Lead Product Designer ✦ 2021 - PRESENT

- Led design teams across direct and cross functional structures, with 3 team members promoted to mid to senior roles under my mentorship.
- Built our multi-brand design system from scratch serving 6 brands with complete token architecture live and component library in development.
- Streamlined the design to dev process using AI workflows, reducing handoff time from 3-4 days to 4-6 hours.
- Collaborated with CEO and leadership on strategic design initiatives, building trust and design influence across the organization.
- Conducted usability testing during peak sale periods, delivering insights that shaped strategic product roadmap.

Senior Product Designer ✦ 2018 - 2021

- Led the Max Fashion website redesign achieving 30% improvement in overall conversions post launch.
- Led design initiatives including Centrepoint PDP redesign (16% CTR uplift), complete Emax platform rebuild and Homecentre website revamp.

Noon

User Interface Specialist ✦ 2017 - 2018

Part of the founding design team launching the first version of MENA's largest e-commerce platform across UAE and Saudi Arabia.

Frontcube

User Experience Designer ✦ 2016 - 2017

Delivered several microsite projects for Al Jazeera and designed the complete core website design for TRT World news platform based in Turkey.

Zone24x7

User Interface Engineer ✦ 2014 - 2016

Designed digital experiences for tier-1 American retailers including Macy's and Kohl's across multiple product categories.

N++ Studios

Web Designer ✦ 2013 - 2014

Designed and developed websites for small to medium local businesses across Sri Lanka's tourism, retail and hospitality sectors.

EDUCATION

Higher National Diploma In Computing

Pearson
2012 - 2013

GCE Ordinary Level Examinations

Gampola International School
2000 - 2011

SKILLS

Team Development & Mentorship
Stakeholder Management
Product Vision & Strategy
Design Operations
Visual Design
Design Systems
Analytics & Optimization
User Interviews
Usability Testing
Heuristic Analysis
Workshop Facilitation

STACK

Figma
Photoshop
Claude / ChatGPT
Cursor
Notion
Maze
Lookback
PowerPoint
Jira / Azure

RECOGNITION

Tokens Studio Docs Feature ↗
FlipArabic Plugin ↗
Scrum Master Certification ↗