

LINDA HAMED

EXPERIENCE DESIGN DIRECTOR

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With 15 years at the crossroads of product design, UX/UI, and business strategy, I don’t just create user experiences; I craft business-transforming designs that drive adoption, revenue, and retention. I thrive where design, product, and data intersect, ensuring the business and creative sides are in perfect harmony. I lead global, cross-functional teams in high-stakes environments, orchestrating platform-scale programs and design systems that move the needle. From launching Apple’s Middle East presence to shaping Omantel’s Super App as a seamless connected experience, my work goes beyond screens; it moves markets.

ASSOCIATE CREATIVE DIRECTOR



UX MANAGER AT PUBLICIS SAPIENT

NOVEMBER 2021 › PRESENT - DUBAI, UAE

- Lead and scale globally distributed design pods (20+ direct; 50+ cross-functional across Product, Tech, Data, and CX), developing junior designers into senior roles while maintaining clarity and morale in fast-paced, high-pressure programs.
- Set and drive design strategy with Product, Tech, and Data, aligning quarterly priorities with customer impact and business objectives.
- Own resourcing and team structure, reconfiguring pods as scopes shift while safeguarding quality and budgets.
- Represent design at the executive level, influencing product priorities and shaping the design vision to meet business objectives (e.g., revenue, retention, adoption).
- Own the design operating model across multiple product streams, setting clear standards for quality, governance, and release readiness.
- Make data-informed design the default, using A/B testing, personalization, and UX metrics to steer product decisions over time.

ACHIEVEMENTS

- Led and shaped the operating framework for Omantel’s Customer Experience Platform, tying design work to adoption, app ratings, and key commercial journeys; positioning design as a measurable growth driver.
- Authored the Partner Onboarding Framework that became the standard for integrating and scaling third-party services across the platform.
- Standardised UX ways-of-working across MENA programs, improving delivery consistency by 20% and accelerating the time-to-market for digital features.
- Led engagements with high-profile clients including NEOM, Omantel, and Ezdihar Group, embedding design as a strategic lever for transformation.

UX MANAGER AT AXA INSURANCE

MARCH 2018 › OCTOBER 2021 - DUBAI, UAE

- Led end-to-end UX design for digital journeys, collaborating with product managers to define strategies and create personalized, scalable experiences.
- Designed and rolled out AXA Gulf’s design system, creating a single source of truth across apps, web, emails, and regulatory communications.
- Maintained global consistency via live demos and quarterly check-ins with international teams.

ACHIEVEMENTS

- Recognized externally, with AXA receiving the UAE Insurance Authority “Digital Transformation & Smart Services” award (Nov 2020)
- Reframed AXA Gulf’s digital journeys around speed and clarity, improving performance across acquisition and premium products through reduced quote time, lower drop-off, and stronger policy sales:
 - › Website redesign with personalised paths, increasing qualified leads
 - › Car insurance: cut quote time from 3m11s to 2m20s (-27%) and reduced funnel exits by 21%
 - › Yacht insurance: 4x upstream conversion and 2K+ additional callback leads
 - › Pandemic-era features: +450% app downloads and +15% successful registrations
 - › Shipped mobile-app design guidelines later adopted group-wide, establishing MENA office as a key organizational contributor

SENIOR DESIGNER, APPLE ACCOUNT AT HOGARTH WW

MARCH 2015 › FEBRUARY 2018 - DUBAI, UAE

- Managed Apple’s regional account, leading a team of production/channel/screen artists, localising creative assets for GCC markets, safeguarding cultural relevance, accessibility, and Apple’s design integrity.
- Designed and executed high-profile campaigns, from Eid digital campaigns to Apple Store openings
- Introduced and embedded pixel-perfect delivery standards, including reviews, guidelines, and workshops, raising the baseline quality bar across teams.
- Led Design Quality Assurance (DQA) and Design Quality Control (DQC) processes, collaborating closely with Quality Assurance and Development teams during quarterly workshops in Cupertino, USA, and London, UK.

ACHIEVEMENTS

- Authored Apple’s first Arabic typography specification, establishing the long-term standard for Arabic production across the region.
- Played a key role in the Apple Store Dubai opening, one of the region's most significant retail launches. Worked closely with Apple’s in-house creative team to create one of the most exciting and “large” concept for the opening of the biggest store in Dubai; which included two-floor hoardings, posters, digital announcements, illustrations, and invitations.
- Led the Eid campaign, driving +52% traffic to the Arabic site and strengthening partner relationships with Apple Worldwide.

UX/UI DESIGNER AT DUBIZZLE

NOVEMBER 2013 › FEBRUARY 2015 - DUBAI, UAE

Part of the “Core Team” › November 2013 - May 2014

- Core contributor to the platform design system; defined patterns for Motors, Classifieds, and other verticals to bring coherence to fast-moving teams.

Part of the “UNO Team” › June 2014 - February 2015

- Led the web and app rebrand; launched dubizzle.uno using atomic design principles and iterative A/B testing to validate each step

ACHIEVEMENT

- Launched dubizzle.uno via atomic-design sprints, cross-functional collaboration, and iterative A/B testing; establishing a “try, fail, repeat” playbook that sped future roll-outs.

DIGITAL DESIGNER AT DIWANEE

NOVEMBER 2011 › OCTOBER 2013 - BEIRUT, LEBANON

- Creative lead for the region’s top women’s portal yasmina.com and its e-commerce arm mooda.com, shaping user-centric web experiences in partnership with editorial, video, and dev teams.
- Produced interactive Facebook tabs, web logos, and visual identities for on-site video shows.

ACHIEVEMENTS

- Successfully onboarded Cartier and Oreo through conceptual pitches.
- Redesigned yasmina.com, attracting renowned brands like L’Oreal, Cartier, and Nissan to create multi-channel marketing sections. The revamp and high-profile brand presence increased user engagement by 45% in the first quarter of 2012.

WEB & GRAPHIC DESIGNER AT BUGSTUDIOS

JUNE 2009 › JUNE 2011 - BEIRUT, LEBANON

- Managed the full project lifecycle - from concept to launch - across websites, visual identities, packaging, wall menus, billboards, and other brand touchpoints.

ACHIEVEMENT

- Designed and developed www.donnorsangcompter.org, which won the "Strategic Non-Governmental Organizations Portal Award" at the Pan Arab Awards 2009.

EDUCATION & CERTIFICATIONS

2009 - 2011 › **LEBANESE ACADEMY OF FINE ARTS (ALBA), IN BEIRUT**
M.A. in Graphic Arts & Multimedia. Graduated with **High Honors**.

2006 - 2009 › **ALBA, BEIRUT**
B.A. in Graphic Arts & Advertising. Graduated with **High Honors**.

2022 › **NIELSEN NORMAN UX CERTIFICATION**
8 modules including AI & Measuring UX

CORE CAPABILITIES

- Experience strategy & operating models
- Platform & ecosystem design (Super Apps, partner services)
- Metrics-Driven Design
- Governance of design standards & release readiness
- Design governance, systems & quality at scale
- Scaling, structuring & coaching multi-discipline teams
- Resource allocation and team leadership

REFERENCES

<http://ae.linkedin.com/pub/linda-hamed/13/857/427/>