LAMA ALADHAM

UI/UX Team Lead & Product Manager

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PROFILE

UI/UX Team Lead and Product Manager at Emaar IT, Dubai's largest real-estate group, owning product and design strategy for AI-powered and enterprise digital products across real estate, hospitality, entertainment, and lifestyle. Combines brand instinct with research, data, and product thinking to take products from discovery and roadmap to launch and iteration. Manages people, stakeholders, vendors, and budgets across product, engineering, BI, and external partners. Shipped flagship experiences for Dubai Opera, U by Emaar, My Emaar, Emaar AI, and Weddings by Emaar, backed by 9+ years across enterprise, government, real estate, and lifestyle brands in the UAE and the wider region.

SELECTED ACHIEVEMENTS

- **Dubai Opera flagship launch.** Led end-to-end UX/UI of the Dubai Opera website, delivering a premium responsive experience across desktop, tablet, and mobile.
- **Emaar AI and U by Emaar.** Designed the Emaar AI website, translating LLM-powered capabilities into a clear, modern experience, and led the U by Emaar loyalty platform aligned to Emaar brand standards.
- **Scope Hauser brand build.** Built the Scope Hauser real estate brand end-to-end, from positioning, identity, and messaging to integrated campaigns across digital, social, print, and experiential channels.

EXPERIENCE

UI/UX Team Lead & Product Manager — Emaar IT

Jan 2025 – Present · Dubai, UAE

Lead product and design strategy for AI-powered and enterprise products across the Emaar Group portfolio, from discovery through launch and iteration.

PRODUCT MANAGEMENT

- **Product vision & roadmap.** Define product vision, roadmaps, and priorities for AI-powered and digital products, balancing user needs, business goals, and technical feasibility.
- **Requirements & backlog.** Translate business objectives into PRDs, user stories, and acceptance criteria; own and prioritise backlogs with engineering in agile sprints.
- **Discovery & validation.** Run stakeholder workshops, user research, and competitive analysis to validate problems and opportunities before committing build effort.
- **Metrics & outcomes.** Define KPIs and success metrics with BI; track adoption, engagement, and conversion after launch to guide iteration and feature decisions.
- **Launch & release management.** Coordinate release planning, UAT, and go-live readiness across product, engineering, QA, marketing, and brand teams.

DESIGN LEADERSHIP

- **Strategy & delivery.** Lead design of AI-powered and digital products from vision to launch, driving efficiency, engagement, and brand consistency across web, mobile, and kiosk.
- **Storytelling & governance.** Own executive presentations and product reports that translate strategy into business impact; set governance and quality standards across platforms.
- **Selected products.** Dubai Opera, U by Emaar, My Emaar, Emaar AI, Weddings by Emaar, and interactive kiosk experiences, from concept through go-live.

MANAGEMENT & OPERATIONS

- **People management.** Lead the UI/UX team day to day: set goals, allocate work across products, run 1:1s and performance reviews, and hold the team to a consistent quality bar.
- **Hiring & development.** Hire and onboard designers, build skills through mentoring and design critiques, and support career growth and cross-team enablement.
- **Planning & resourcing.** Plan capacity across concurrent projects; manage timelines, dependencies, and delivery risks, escalating early to keep launches on track.
- **Stakeholder management.** Align senior leadership and business units across Emaar brands on priorities, scope, and trade-offs; manage expectations through to sign-off.
- **Cross-functional leadership.** Direct work across product, engineering, BI, agencies, and external partners to deliver scalable experiences aligned to business and brand objectives.
- **Vendor & budget.** Lead agency and vendor evaluation and selection; manage scopes of work, budgets, delivery quality, and cost efficiency without compromising standards.
- **Process & ways of working.** Establish design and product processes (agile rituals, design reviews, handoff standards, and design QA) to speed up delivery and improve consistency.

Brand Manager & Designer (Freelance) — Scope Hauser Real Estate Broker
Jan 2025 – Present · Dubai, UAE

Built and lead Scope Hauser as a premium, market-relevant real estate brand, independent of my role at Emaar IT.

- **End-to-end brand build.** Defined positioning, identity, messaging, and campaign strategy from the ground up.
- **Integrated campaigns.** Lead brand strategy and campaigns across digital, social, print, and experiential channels, aligned to growth and commercial objectives.
- **Insight-driven planning.** Translate market insights and customer behaviour into customer-centric initiatives and annual and quarterly brand plans.
- **Partnerships & activations.** Lead partnerships, influencer collaborations, and sponsorships; define KPIs, measure brand impact and ROI, and oversee exhibition and event presence.

UX/UI Designer & CX Specialist — Aspidex
Jul 2024 – Jan 2025 · Dubai, UAE

Delivered end-to-end web and mobile experiences for enterprise and government clients.

- Owned UX research, wireframing, UI design, and journey mapping for clients including Intratomics and the Khalifa University Intranet Portal.
- Optimised key flows by fixing pain points, iterating through A/B testing and data analysis.

UX/UI Designer — Digital Lab
May 2023 – Jul 2024 · Dubai, UAE

Led design for high-profile UAE government and enterprise clients.

- Led UX research, wireframing, UI design, and journey mapping for Dubai Public Parks, Dubai Police, Masar, and HRRC.
- Led usability testing and crafted high-fidelity interfaces in Figma; established and applied design systems and interface guidelines.

Senior Graphic Designer — Ellington Properties
Oct 2022 – May 2023 · Dubai, UAE

Creative and brand work for one of Dubai's premier boutique developers.

- Managed multiple design projects in parallel against client requirements and deadlines, partnering with cross-functional teams to keep the brand consistent and grow visibility through digital and social assets.

Senior Graphic Designer — Equiti Group
Oct 2020 – Jun 2022 · Jordan

Owned brand execution across digital and physical touchpoints for a global multi-asset fintech.

- **Brand execution at scale.** Delivered landing pages, websites, campaigns, and large-scale print across online and offline channels.
- **Identity stewardship.** Managed and evolved brand guidelines across marketing, digital products, and experiential spaces.
- **Integrated delivery.** Led campaigns with stakeholders, agencies, and vendors, on time, on brand, and within budget.

Graphic Designer → Senior Marketing Officer — C-Products
Jul 2017 – Sep 2020 · Jordan

- **Senior Marketing Officer (Dec 2019 – Sep 2020).** Designed the website and online store to support online sales; ran integrated campaigns.
- **Marketing Officer (Oct 2018 – Nov 2019).** Coordinated events and promotional strategies across digital and print.
- **Graphic Designer, part-time (Jul 2017 – Oct 2018).** Designed packaging, themed campaigns, social visuals, and global expo booth materials.

Freelance Designer — Independent
Jun 2016 – Present

- Branding, logos, packaging, print, social assets, UX research, UI, web and app design, and presentation design for clients in Jordan, Qatar, UAE, KSA, and France.

CORE EXPERTISE

- **Product management** — roadmaps, PRDs, KPIs
- **UX & product design** — design systems, prototyping
- **AI-powered product design** — LLM UX, GenAI
- **User research** — usability, journeys
- **Brand & corporate identity** — premium UAE brands
- **Design leadership** — governance, mentoring
- **Stakeholder management** — alignment, prioritisation
- **Executive storytelling** — presentations, visual reports
- **Vendor & budget management** — agency selection
- **Cross-functional delivery** — product, eng, BI, QA

EDUCATION, CERTIFICATIONS & TOOLS

BA, Graphic Design — Petra University
2013 – 2018

- AI for Designers — IxDF, 2026
- AI for Design Systems Masterclass — IxDF, 2026
- Practical Leadership Skills — Udemy, 2025
- GenAI Fundamentals for UX — Udemy, 2025
- Google UX Design Certificate, 2023
- UI Design Patterns — IxDF, 2023
- Design Thinking: The Ultimate Guide — IxDF, 2023
- Design for a Better World — IxDF, 2023
- Journey Mapping — IxDF, 2023
- Intro to UI Design — Univ. of Minnesota, 2023

Tools: Figma, Adobe CC (Illustrator, Photoshop, InDesign), Cursor, Claude, LLMs · **Languages:** Arabic (fluent), English (fluent)