

Haneen Abou Hamdan

Digital Lead | Senior Software Engineer

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PROFESSIONAL SUMMARY

Digital Lead and Senior Software Engineer with 5+ years of experience directing cross-functional engineering teams of up to 15 (onsite and offshore), driving enterprise delivery, and scaling web and mobile platforms in complex organizations. Proven ability to align engineering with business priorities, set delivery and quality standards, mentor developers, and own architecture, modernization, and multi-stream execution. Strong technical foundation in React.js, Next.js, React Native, Node.js (NestJS), PostgreSQL, and Azure / OCI, with a consistent record of high-impact outcomes across Agile and Scrum environments.

CORE COMPETENCIES

Leadership & Delivery: Team Leadership, Multi-Team Coordination, Agile, Scrum, Sprint Planning, Roadmap Alignment, Delivery Management, Stakeholder Management, Mentorship & Coaching, Cross-Functional Collaboration, Engineering Standards

Strategy & Architecture: Technical Strategy, System Design, Platform Modernization, Solution Architecture, Risk Management, Vendor & Integration Alignment, Cost-Aware Engineering, Capacity & Effort Planning, Process Improvement (CI/CD, code review, QA)

Technical Stack: React.js, Next.js, React Native, Expo, TypeScript, Node.js, NestJS, PostgreSQL, REST APIs, Docker, CI/CD, GitHub Actions, Microservices, Redis, Microsoft Azure, Oracle Cloud Infrastructure (OCI)

Languages: Arabic (Native), English (Fluent, Professional Working Proficiency), French (Intermediate)

PROFESSIONAL EXPERIENCE

Digital Lead · Emaar, Dubai, UAE · 2026 - Present

- Direct 10-12 onsite and ~5 offshore engineers shipping web and mobile platforms (Vyom, Valet, Incidents Management, Emaar Hotels, Reel Cinemas, Weddings by Emaar, and internal enterprise systems) across hospitality, retail, and entertainment.
- Define engineering standards, documentation practices, delivery frameworks, and cross-team collaboration models adopted by 15+ engineers across 7 platforms, raising consistency and quality throughout the portfolio.
- Partner with senior business stakeholders in hospitality, retail, and entertainment lines of business to shape priorities, align roadmaps, and translate goals into scalable technical outcomes.
- Own architecture and modernization decisions that lower infrastructure spend by anchoring workloads on existing UAE-based servers and firewalls instead of standing up new cloud regions, while shaping vendor and tooling investments without P&L ownership.
- Coordinate delivery planning, resource allocation, and execution for 7 parallel platform initiatives, balancing timelines, quality, and dependencies across hospitality, retail, and entertainment.
- Govern vendor and integration alignment with Oracle, Salesforce, payment, and AI providers by evaluating partners, consolidating overlapping tools and licenses, and shaping enterprise tooling investment for the platform.

Scrum Master / Technical Lead · Emaar, Dubai, UAE · 2025 - 2026

- Drove enterprise delivery for Emaar Malls, Hawkeye, internal social platform, approvals workflows, and enterprise AI applications, managing ~5 engineers across parallel streams through sprint planning, backlog prioritization, stakeholder communication, and cross-team execution.
- Directed legacy modernization by decommissioning 6+ legacy applications (some untouched since 2010) and rebuilding workflows on modern, scalable platforms.
- Aligned Oracle, Salesforce, and AI teams on integration strategy, enterprise data flows, and adoption of AI capabilities, including a custom content-moderation model for the internal social platform.
- Established engineering excellence through CI/CD automation, code-quality practices, security hardening, and AI tooling (GitHub Copilot, Claude AI) embedded in development workflows.
- Mentored engineers and guided technical direction for approval workflows, invoicing systems, and enterprise operational platforms.
- Oversaw delivery of high-impact initiatives while balancing scope, dependencies, risks, and business expectations.

Full Stack Developer · Swiftbox, Abu Dhabi, UAE · 2021 - 2025

- Owned end-to-end delivery of logistics, tracking, and operations platforms in close partnership with product and business stakeholders.
- Spearheaded backend architecture modernization that improved performance 4× and supported scalable company growth.
- Drove product initiatives including customer reporting systems that reduced support inquiries by 50%, and built mobile capabilities for field operations (offline mode, barcode scanning, push notifications, and real-time location tracking).
- Strengthened engineering quality through automated testing, API documentation, and standardized development practices.
- Contributed hands-on across Node.js, NestJS, Next.js, and React while influencing technical decisions and delivery outcomes.

PROJECTS

Supply Chain Management System · 2025

- Architected a full-stack SCM platform for orders, products, and shipments using NestJS, PostgreSQL, Redis, React, and Chakra UI in a scalable monorepo.
- Shipped REST APIs, authentication, role-based access, database migrations, and Docker setup with production-ready CI/CD workflows.

DevSpot: Developer Community Platform · 2024

- Headed development of a full-stack community platform enabling developer collaboration, resource sharing, and real-time messaging using React.js, NestJS, PostgreSQL, Redis, and Firebase Cloud Messaging.
- Designed scalable feed and notification systems plus social engagement, search, and content-moderation flows to support active community interactions.

DPM: Real Estate Auction Platform · 2021

- Launched a real-time property auction platform with live bidding, secure payment flows, and production-ready release using Laravel, React.js, and Firebase.
- Implemented WebSocket-driven real-time bid synchronization, secure payment integration, and an admin dashboard for auction lifecycle management across web and mobile.

EDUCATION

Bachelor of Science in Computer Science · Lebanese University, Beirut, Lebanon · 2015 - 2020

CERTIFICATIONS

Fast Track to Senior Bootcamp · OnRamp Academy · 2024 · [Credential](#)

Intensive software engineering program covering scalable architecture, backend systems, Agile practices, testing, and engineering leadership.

Artificial Intelligence Bootcamp · Zaka.ai · 2024 · [Credential](#)

Machine Learning, Natural Language Processing, Deep Learning, Computer Vision, and AI application development with Python.

Project Management Professional (PMP) Course · Lebanese American University · 2022 · [Credential](#)

35-hour PMP preparation covering project-management methodologies, Agile delivery, planning, risk management, and stakeholder communication.

Full Stack Web Development Bootcamp · SE Factory · 2021 · [Credential](#)

Full-stack development covering frontend, backend, cloud fundamentals, APIs, security, Git, and Agile workflows.