Lama Assaf

Strategist. Designer. Builder.

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I like putting things together to see what they do. Now and then the result surprises me, and I grin. That's what keeps me designing how people and AI work together. I make tools for the choices that repeat, and keep the logic and the connections for myself. People get my time. AI gets the rest. Fourteen years of strategy, design and build, from Leo Burnett and Mindspace to leading digital at Zilliqa.

EXPERIENCE

Head of Digital (Product & Design) · Zilliqa 2022 – Present · Singapore / Remote

Layer 1 blockchain platform.

- Led Zilliqa's **first staking portal**, a validator aggregator for liquid and traditional staking. Led designers and engineers through flows, roadmap and testing; design changes made directly in the build cut production time by nearly 40%.
- Owned **The Winner's Circle / $HRSE** fan platform from start to launch. Designed the stars-to-$HRSE mechanic that brought in non-crypto fans, ran delivery across outside agencies, and built the site myself to hold budget and date.
- Built its first agent, **Ava**: the bot, the prediction system, and her face and voice. Her horse-racing predictions won 43 of 61 (70.5%) between January and March 2025.
- Designed and built a two-sided **carbon-credit exchange demo** for GMEX on Zilliqa: a jargon-free mobile flow for retail buyers and a desktop RFQ desk for institutional traders.
- Set the product strategy for **LPI** (Loyalty Program Interface), a web3 loyalty toolkit built on one idea: an API for loyalty programs. Mapped the user and brand journeys and worked with designers on the brand.
- Led the full product cycle for **Ionise**, Zilliqa's first money-market protocol: strategy, identity, a Figma design system and a custom Webflow build, working directly with the engineers.
- Brought AI into Zilliqa's product work: the company's first two AI bots, a plugin for the ElizaOS agent framework, and an **MCP server** for developer onboarding that reached 3k downloads in its first week.
- Supported token launches and go-to-market strategy, working across design, engineering and the C-suite.
- Delivered a digital identity system with interfaces that made blockchain functions usable for mainstream users.

Independent Product Lead & Design Engineer · Freelance 2025 – Present · Dubai / Remote

Alongside Zilliqa: product strategy, design and full-stack builds for clients, plus my own AI products.

- Designed and built **Red Clay** (redclay.club), the booking platform for an indoor tennis and pickleball club. I play tennis, so it began as home-cooked software: the booking I wanted as a player. Memberships, peak pricing, trainer sessions, classes, payments and WhatsApp notifications followed. I still ship to it weekly.
- Ran strategy for an **early-stage AI startup**: discovery and alignment workshops, research to test the positioning, and one thesis the founding team could all tell. Delivered the pitch as a live interactive demo instead of a deck.
- Designed and built **LTIN** (ltin.li), the public site for a Liechtenstein trust and validator network, in Next.js, Three.js and GSAP, with Notion as the CMS so the team publishes without a developer.
- Designed and built the launch site for **HikmaAI**, an enterprise AI security platform, and the site for **Meiven Partners**, a merchant banking advisory.

Senior Strategist · Mindspace 2019 – 2022 · Dubai / Remote

Creative agency for digital activations and shopper marketing.

- Owned product development for gamified loyalty platforms that connected physical activations with digital ecosystems.
- Led teams building IoT-enabled brand experiences for PepsiCo, KitKat and Doritos.
- Raised user engagement by 20% through data-driven iteration and A/B testing.
- Owned brand and campaign strategy for key clients including Nestlé and PepsiCo.

Creative Technologist · Leo Burnett

2015 – 2019 · MENA

Global creative agency.

- Led the agency's innovation work and product development for award-winning work with UNICEF and Facebook/ICRC, including a Silver Cannes Lion (2015) and a Gold Effie (2016).
- The work included strategy: ran sessions on social, websites and interactive installations for the agency's clients.
- Directed teams across UX research, design and development; wrote product specs and success metrics.
- Built interactive prototypes to show product vision, and set up user testing before full development.

Designer · Kubik

2012 – 2014 · Lebanon

Branding and digital studio.

- User research, user flows and wireframes for regional startups, working with developers on implementation quality.

EXPERIMENTS

- **Llama**, my agent: a keystroke away. I talk, it does. I no longer forget the washing machine is done.
- **Cabinet**: one shared brain for an agency that grows client by client. Designers set the brand, writers set the copy, Cabinet drafts, a person approves. Runs on the open-source plugins I work on, **atelier** and **salon**.
- **Chopin**: can we rethink how we talk to AI? I'm tired of the terminal. I built on GitHub Next's prototype: a shared page where a team answers my planning agent's questions.
- **SaysWho**: my own fact checker. Share a video link or use the extension, and each claim comes back rated, with sources. Llama uses it too.
- **Gifbey**: co-founder of a sticker and GIF app. Led the web redesign and a homepage built around an endless trending wall.
- **SearchLeb**: co-founder of a platform that empowers mom-and-pop shops through AI. In progress.

SKILLS

Strategy: Product strategy and roadmaps, brand and campaign strategy, discovery and workshops, PRDs and specs, loyalty and onboarding design, go-to-market

Design: Figma, design systems, UX research and testing, interaction design, prototyping, branding, naming

Build: Next.js, Astro, TypeScript, Tailwind, Three.js, GSAP, Supabase/Postgres, Sanity, Webflow

AI: Human-in-the-loop agent workflows with review gates, design systems and Figma for agents, checking AI output against sources, research with agents, Claude Code, MCP servers, ElizaOS

Web3: Staking, DeFi money markets, tokenised loyalty, token launches, digital identity, carbon-credit trading

EDUCATION

M.A. Interaction Design, London College of Communication · 2014 – 2015

B.A. Graphic Design, Lebanese American University · 2009 – 2012

AWARDS

Silver Cannes Lion, “Giving is in your blood” (2015)

Gold Effie, “Baddeh Rabbik” (2016)

Dubai Lynx, Abaad campaign

COP28 UAE TechSprint, GMEX ZERO13 (2023)

LANGUAGES

English (fluent), French (fluent), Arabic (native)

THINKING ABOUT

Design systems agents can read, and AI sameness. Where people stay in the loop. Checking AI work: evals and the review bottleneck. How design and product roles change with AI.

ALSO

Podcasts, melodic techno, tennis when I can get a game, salad from my own garden. (The pesto is worth asking about.)