

Leen Al Falah

Senior Front-End Developer & Product Designer · Team Lead

leenalfalah@gmail.com · +971 56 155 4882 (WhatsApp) · [linkedin.com/in/leen-alfalah](https://www.linkedin.com/in/leen-alfalah) · @SkrLeen

SUMMARY

Senior front-end developer and product designer with 5 years of experience building interactive, 3D e-commerce websites. I design the interface and write the front-end code, and I lead a small design and development team at Packman. FWA award winner.

EXPERIENCE

Product Design & Development Manager (Team Lead) — Packman 2025 — Present

- Lead the product design and front-end development team.
- Extended the company's store builder to support custom 3D, motion and interaction beyond its templates.
- Design and build each store front to back; an AI-assisted workflow lets me deliver in days.
- Maintain the design system, component library and 3D layer.

Senior Creative Web Developer — Brain-socket 2020 — 2024

- Built 3D interactive websites with Three.js and custom GLSL shaders.
- Added real-time physics with cannon.js and kept experiences running at 60fps.
- Led project teams from concept to launch.

3D Web Developer — Cibirix, Dubai 2022

- Built 3D estimator-tool websites with Three.js and WebGL.
- Worked with 3D artists, designers and product managers.

Freelance Web Developer & Designer 2023 — Present

- Designed and built websites for clients internationally, including award-winning work.

AWARDS

FWA — Riyadh Season (Webook). thefwa.com/cases/riyadh-season-p2

SKILLS

Design

UI/UX design · Design systems · Interaction & motion
· Prototyping · Figma

Development

HTML/CSS · JavaScript · React · Three.js / WebGL ·
GLSL shaders · GSAP · React Three Fiber

SELECTED WORK

- **Riyadh Season (Webook)** — FWA award-winning website.
- **Packman e-commerce** — 3D storefronts, brand sites and online showrooms.
- Perfume brand site · 3D fashion runway · gift shop · luxury showrooms · 3D product viewers.