

Waleed Albaddad

Design, digital products, learning, and institutional change.

Dubai, UAE | info@waleedalbaddad.com | waleedalbaddad.com

PROFILE

Learning and education technology leader with more than twenty years of experience across creative technology, professional capability, digital learning products, higher education partnerships, and institutional transformation. Current work connects learning design, AI-enabled content production, adaptive learning, assessment, and the organizational conditions that support sustained adoption.

CORE EXPERTISE

Digital learning strategy · Product development · AI-assisted content production · Adaptive learning · Assessment and Proof of Work · Educator capability · Higher education partnerships · Institutional change

PROFESSIONAL EXPERIENCE

2021 to present

Hamdan Bin Mohammed Smart University

Director of Smart Learning and E-Content Development

Lead university-wide work connecting learning design, digital content, faculty capability, learning resources, and educational technology.

- Led the development of an agentic content creation system using OpenAI, Google, and Synthesia APIs.
- Lead adaptive learning work covering platform requirements, learner modeling, pilot design, and implementation planning.
- Developed continuous assessment and Proof of Work approaches centered on learner reasoning, decisions, process, and demonstrated capability.
- Designed stackable learning pathways connecting badges, certificates, and microcredentials.

Additional roles: Acting Director, Lifelong Learning Centre (2023 to 2024); Product Owner, LXP / EdTech.

2019 to 2021

Alef Education

Head of Teacher Training / Digital Learning Strategy

Led educator development and digital learning strategy around the practical use of technology in teaching.

- Designed and led development programs reaching more than 20,000 educators across multiple markets.
- Connected learning design, platform use, facilitation, coaching, and implementation support.
- Worked across product, learning, and school implementation teams to support adoption and classroom use.

PUBLIC ENGAGEMENT

Creator and host of Athar, an Arabic podcast exploring experience, judgment, and everyday life. Developing Afterhold / Al-Irtidad, an exploration of what remains after an experience ends.

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2014 to 2019

Edraak

Senior Online Course Manager / Higher Education Partnerships

Managed online learning and higher education partnerships for an Arabic learning platform whose courses reached more than eight million learners.

- Led course development and delivery across academic and production teams.
- Built partnerships with 32 universities worldwide, linking collaboration with learner access and sustainable delivery.
- Contributed to national e-learning policy through committee participation and work on university adoption.
- Worked on shared general education courses, expanding an initial university pilot to five public and three private universities.

2011 to 2014

Darebni TV

Co-founder / Product Manager

Co-built a paid Arabic platform for practical and vocational skills, connecting product direction, course development, trainer operations, and learner experience.

- Built a catalog of more than 200 courses and reached more than 100,000 learners.
- Developed a separate public-access route through Knowledge Stations in underserved communities.
- Worked directly with payment, connectivity, access, and market-readiness constraints.

2005 to 2014

Grapheast

Training, Product, and Business Development

Worked across creative technology, professional training, product enablement, and regional business development.

- Established regional training capability and developed a network of more than ten certified trainers.
- Supported individuals and institutions in adopting complex creative tools through training, consulting, and implementation support.
- Worked across the GCC and Levant on customer enablement, delivery, and business development.

EDUCATION AND FELLOWSHIP

Harvard Graduate School of Education

Middle East Professional Learning Initiative Fellowship, 2019

Applied Science University, Jordan

Bachelor of Fine Arts, Graphic Design, 2005

Languages: Arabic, native | English, fluent