

Alaa El Banna

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PROFESSIONAL SUMMARY

Multidisciplinary product designer with a Master of Digital Media from Toronto Metropolitan University. Since 2017, I've approached design through a user experience lens, working with interior spaces built around real client needs. Previously founded and scaled a construction materials business for 8 years, sharpening a product mindset built on identifying user friction, designing operational systems from scratch, and driving measurable outcomes.

EDUCATION

Master of Digital Media (Product Design & AI)

Toronto Metropolitan University

- GPA: 4.24 / 4.3
- Relevant Coursework: Interaction Design · UX & UI Design · Creative AI & Experiential Design · Digital Media Entrepreneurship · Digital Fabrication

Bachelor of Arts, Interior Design

- Notre Dame University – Louaize

EXPERIENCE

Product Designer

NEOMERS

Aug 2024—Apr 2026, Contract · Remote

- Built a mobile first design system from scratch in Figma, including a 6 step typography scale and a library of 20+ reusable components (buttons, cards, forms, navigation) utilizing variables for color and spacing.
- Documented design systems across 3+ projects in Design MD files fed into Claude, speeding up early-stage wireframing while keeping specs aligned across the team.
- Created variant instances of key components to gather feedback from developers, speeding up design decisions before handoff.
- Iterated on accessibility based on developer feedback, redesigning the colour system and typography to meet WCAG 2.2 AA contrast standards across the product suite.
- Designed with a focus on improving user adoption and satisfaction across the product suite, incorporating usability testing and developer feedback into each iteration.

Product Designer

DesignXP (Monstrum)

March 2026—Present

- Led design for a project focused on improving content visibility across SEO, AEO, and GEO channels.
- Designed the workflow for AI generated content briefs, translating keyword, audience, and intent inputs into clear, structured direction for the AI agents to act on.
- Applied information hierarchy and data visualization principles to design the performance dashboard, helping users interpret rankings and content metrics at a glance and prioritize their next action.
- Built a design memory workflow, translating the design system into structured Design MD files fed into Claude, so new screens could be generated consistently without rebuilding context each time.
- Partnered with product management to align design decisions with business priorities and user needs across the platform.

AI Trainer & AI Quality Specialist

Invisible Technologies

Dec 2025—Present, Contract · Remote

- Rated and annotated AI-generated outputs across text, image, and multimodal tasks against structured quality guidelines, flagging errors and inconsistencies before they reached production.

- Brought a product design perspective to the review process, surfacing usability and tone issues that purely technical accuracy checks would miss, and helping shape more user-centered AI behavior.

Founder & Product Lead

AB Trading - Construction Trading Company

Apr 2018—Jun 2025 Beirut, Lebanon

- Founded and scaled a B2B/B2C operation from zero, leading a team of 15, managing 100+ client accounts, and holding full ownership of product decisions, vendor relationships, logistics, and P&L across 8 years.
- Applied a product mindset throughout the business, mapping customer journeys, identifying friction in ordering and fulfillment workflows driving 35% increase in customer activation.

Interior Designer

Fabraca Studios

Jan 2018—Sep 2023 Beirut, Lebanon

- Led client-facing design projects from discovery through final execution.
- Applied user-centered thinking to spatial layouts, mapping how people would move through and experience each space.

SELECTED PROJECTS

RBC Mobile Banking UX Redesign

Fintech Product Improvement ·

- Identified a real friction point in RBC's mobile app: users had to manually calculate their running balance after each transaction, making it hard to trust the numbers they were seeing.
- Conducted usability testing with 5 participants, then designed and prototyped a Running Balance feature that automatically shows the balance after every transaction, with a toggle so users could turn it on or off.

StageUp

Learning Platform ·

- Designed end-to-end product for a career focused learning aggregator, syncing progress across Coursera, Udemy, LinkedIn Learning, and YouTube into one unified skill profile.
- Conducted usability testing with 5 participants across mid-fi and hi-fi prototypes, achieving a UMUX-LITE score of 88.33. Redesigned authentication flow and colour system to address accessibility failures against WCAG AA.

SKILLS

Design: Mixed methods user research, token based design systems, enterprise design thinking, WCAG 2.2 accessibility.

Technical : Agentic Design Practices, Prompt Engineering, MCPs, Generative AI for UX Assets, Design MD, Claude code, Figma, FigJam, Webflow, Maze, cursor, Adobe Photoshop, Illustrator.

Languages: English (Fluent) · Arabic (Native)