

# Alaa El Banna

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## PROFESSIONAL SUMMARY

Product designer and MDM candidate at Toronto Metropolitan University, graduating August 2026, with 10+ years spanning design and entrepreneurship. I design end-to-end digital products grounded in user research, and use AI to automate workflows, accelerate prototyping, and integrate intelligent systems across the full design process. 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.

**Portfolio:** [alaabanna.com](http://alaabanna.com) Features end-to-end product design case studies and AI-driven content creation work, including UX research, interaction design, high-fidelity prototyping, and generative AI applications.

## EDUCATION

### Master of Digital Media (Product Design & AI)

Toronto Metropolitan University • Expected August 2026

- GPA: 4.11 / 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 · 2017

## EXPERIENCE

### Product Designer & AI Content Creator

NEOMERS

Aug 2024—Present, Contract · Remote

- Designed and shipped a mobile-first design system from scratch, establishing reusable component libraries, typography scales, and interaction patterns that reduced design inconsistency across the product suite.
- Identified accessibility gaps through usability testing feedback, redesigning the colour system and typography to meet WCAG standards and improve usability across a broader range of users.
- Integrated AI tooling including Figma AI and Claude Code throughout the design workflow, automating repetitive production tasks and cutting design-to-prototype cycle time by approximately 40%.
- Generated AI-driven visual assets to increase prototype fidelity, enabling more realistic user testing and design.

### Product Designer

Monstrum

March 2026—Present

- Leading end-to-end product design for an AI-powered SaaS platform focused on SEO, AEO, and GEO content optimization, with a junior designer reporting to me.
- Owning the full visual and UX language of the product from scratch, including colour system, typography, and design system, built to support a dashboard connected to 14 AI agents developed by the engineering team.
- Designing core workflows for AI-powered content brief generation with controls for keywords, audience, and intent signals across SEO, AEO, and GEO objectives.
- Designing the performance dashboard surfacing content metrics, keyword rankings, AEO visibility, and GEO presence, applying information hierarchy and data visualization patterns to help users prioritize next actions.
- Designing content optimization and review workflows including side-by-side comparison UX across search channels and a publish flow from review through handoff.

### AI Trainer & AI Quality Specialist

Invisible Technologies

Dec 2025—Present, Contract · Remote

- Reviewed and improved AI-generated outputs across text, image, and multimodal tasks as part of a structured quality process, directly contributing to the reliability of AI-powered products reaching thousands of users.
- Applied a product designer's lens to AI output quality, assessing not just accuracy but usability, tone, and the user experience implications of model behaviour across consumer-facing contexts.

### 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 fulfilment workflows, and redesigning client-facing processes to improve satisfaction and drive a 35% increase in customer retention.

### Interior Designer

Fabraca Studios

Jan 2018—Sep 2023 Beirut, Lebanon

- Led client-facing design projects from discovery through final execution.
- Collaborated with cross-functional teams to deliver projects on time and within scope.

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## PROJECT

### RBC Mobile Banking UX Redesign

Fintech Product Improvement · Solo Lead

- Identified a real friction point in RBC's mobile experience: users had to manually calculate running balances after each transaction, creating cognitive load and eroding trust in financial data.
- Conducted moderated usability testing with 5 participants, designed and prototyped a Running Balance feature within RBC's design system including a user-controlled toggle to manage information density. **Full case study in portfolio.**

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## SKILLS

**Product Design:** Figma · FigJam · Figma AI · Webflow · Maze · Miro · Adobe Photoshop · Illustrator

**UX Practice:** User Research · Usability Testing · Information Architecture · Wireframing · Prototyping · Design Systems · Journey Mapping · A/B Testing · Heuristic Evaluation

**AI & Generative Tools:** Claude · Claude Code · ChatGPT · Cursor · GitHub Copilot · Midjourney · Runway · Notion AI · Figma AI · 21st.dev · Gemini

**AI Capabilities:** Prompt Engineering · Human-in-the-Loop AI · Multimodal AI Evaluation · AI-Assisted Prototyping · AI Workflow Integration · Agentic Workflow Design · Design Workflow Automation

**Technical (Familiar with):** Python · JavaScript · HTML · CSS · GitHub · Google Analytics · Notion · Google Workspace

**Languages:** English (Fluent) · Arabic (Native)

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## INTERESTS

### Contemporary Art & Installations

- Launched and curated 3+ contemporary art exhibitions in Beirut and co-designed 'Better Together,' a public art installation on Yonge Street in downtown Toronto.

### Fantasy & Speculative Fiction

- Big fan of epic fantasy and speculative fiction including Lord of the Rings, Harry Potter, and Game of Thrones.