

ALAA EL BANNA

Product / UX Designer · MDM Candidate @ TMU · AI & Speculative UX
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SELECTED PROJECTS

RBC Running Balance — UX/UI Case Study

UX Designer · Figma, FigJam · Academic Project

- Conducted usability testing with 5 participants and identified confusion around understanding mobile banking transactions.
- Designed and prototyped a “Running Balance” feature aligned with RBC’s design system, achieving 100% task completion and reducing cognitive load.

Alexa-I — Speculative AI Design

Product Designer · Runway, Figma, After Effects · Academic Project

- Conceptualized “Alexa-I”, a speculative AI assistant for 2035 exploring emotional intelligence, ethical autonomy, and smart home interactions.
- Produced a narrative prototype video mapping key user journeys and ethical decision points in human–AI interaction.

Red Team Project — Generative AI Risk Exploration

Researcher / Designer · Vertex AI, Veo 3, Runway, Midjourney, Higgsfield

- Assessed risks of Generative AI platforms (bias, misinformation, creative misuse) and proposed a Responsible AI Framework for safer, more transparent interactions.
- Presented findings in a visual report and video that received top peer reviews for clarity and impact.

Contemporary Art Series — “Threads of Identity” & “Spectrum”

Artist · Acrylic on Canvas

- Explored identity and emotion through color and texture. Series featured in local exhibitions (2023–2024), enhancing narrative visual thinking used in digital product storytelling.

EXPERIENCE

Founder & Product Lead | AB Trading (Beirut, Lebanon) Apr 2021 – Jun 2025

- Led a team of 15 in a fast-paced startup environment, managing and logistics management for 100+ B2B/B2C accounts.
- Improved customer retention by 35% and increased revenue 40% YoY through process redesign and CX optimization.
- Introduced digital tools for order tracking and CRM reporting to streamline operations.
- Analyzed performance data and customer behavior feedback to identify usability bottlenecks and prioritize service and product improvements.

Interior Designer | Fabraca Studios (Beirut, Lebanon) Jan 2018 – Sep 2023

- Led end-to-end design projects from client discovery and requirements gathering to spatial planning, material selection, and final execution.
- Translated abstract client needs into functional, aesthetically cohesive environments, maintaining a 95% client satisfaction rate and driving 20% growth in referrals.
- Collaborated with cross-functional teams (contractors, suppliers) to align on project requirements, budgets, and quality standards, ensuring projects were delivered as scoped.
- Created detailed presentations, mood boards, and visual narratives to communicate design intent clearly and secure stakeholder approval.

EDUCATION

Master of Digital Media (Toronto Metropolitan University, Expected 2026)

- **Relevant Coursework:** Foundations of Digital Media, Digital Fabrication, Collaborative Workshops, Interaction Design

Bachelor of Arts in Interior Design (Notre Dame University – Louaize, 2017)

TECHNICAL SKILLS

- **Design Tools:** Figma · FigJam · Adobe Illustrator · Adobe Photoshop · Webflow · After Effects
- **AI Tools:** ChatGPT · Runway · Vertex AI · Midjourney · Higgsfield AI · Gemini
- **UX/UI Skills:** Design Systems · Component Libraries · Wireframing & Prototyping · User Journeys · User Flows · Usability Testing · Information Hierarchy · A/B Testing
- **UI Principles:** Layout & Composition: Typography · Color Theory
- **Other:** Microsoft Office · Google Workspace · Developer Handoff · English & Arabic (Fluent)