

Alaa El Banna

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PROFESSIONAL SUMMARY

MDM Candidate (TMU 2026) and former founder with a track record of building systems, shipping products, and driving measurable impact. Operates with full ownership across product design, AI workflows, and operational systems. Works at the intersection of design, technology, and systems thinking, identifying friction, understanding the system behind it, and building solutions that create real outcomes. AI native, cross functional, and energized by building products and services that help real people.

EXPERIENCE

AI Trainer & AI Quality Specialist

Invisible Technologies

Dec 2025—Present, Contract · Remote

- Evaluate and improve AI generated outputs across text, image, and multimodal tasks within human in the loop AI systems, directly contributing to model reliability and output quality at scale.
- Provide structured feedback on model reasoning, alignment, and output quality operating with ownership over quality outcomes in a fast moving, AI native environment.
- Apply prompt engineering and model evaluation frameworks to identify failure cases, test system behavior, and drive measurable performance improvements.

UX/UI Designer & AI Content Creator

NEOMERS

Aug 2025—Present, Contract · Remote

- Designed and shipped digital interfaces in Figma using AI-assisted tooling (Figma AI, Claude Code, Vercel v0), reducing design-to-prototype cycle time by ~40%
- Provided UX critique on AI product behaviour and tone, bridging design craft and model output quality
- Designed AI-driven digital experiences that explore the intersection of culture, technology, and visual storytelling.
- Led concept development, interaction design exploration, and high-fidelity visual prototyping using AI creative tools and prompt engineering.

Founder & Product Lead

AB Trading

Apr 2018—Jun 2025 Beirut, Lebanon

- Founded and scaled a B2B and B2C trading operation from zero leading a team of 15, managing 100+ client accounts, and taking full ownership of product decisions, hiring, logistics, vendor relationships, and P&L.
- Built operational systems from scratch including CRM, order tracking, and workflow improvements identifying bottlenecks through observation and building solutions rather than waiting for external tools.
- Grew revenue 40% year over year and improved customer retention 35% by redesigning customer facing workflows a measurable, impact driven outcome built on systems thinking.
- Operated as a maker owner: responsible for go to market strategy, operational breakthroughs, and scaling a sustainable business without external infrastructure.

Co-Designer & Builder

Interactive Public Installation

Nov 2025 — Feb 2026, Toronto, ON

Better Together · Yonge Street, Toronto · Currently on public display

- Designed and co-built an interactive LED installation that responds to visitor motion via sensor input — taking the project from concept through physical fabrication to a shipped, live product on Yonge Street, Toronto.
- Worked across interaction design, hardware integration, and physical construction alongside two artists — demonstrating cross functional fluency and an end to end builder mindset.

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.

PROJECT

RBC Mobile Banking UX Redesign

Fintech Product Improvement · Solo Lead

- Identified a real product friction point: users had to manually calculate running balances after each transaction, reducing trust in financial information and creating unnecessary cognitive load.
- Conducted moderated usability testing with 5 participants to validate the problem, understand user behavior, and build an evidence based design solution.
- Designed and prototyped a Running Balance feature within RBC's design system, including a user controlled toggle to manage information density shipped as a complete, testable artifact.
- Achieved 100% task completion in usability testing; participants reported lower cognitive effort and improved clarity, a measurable outcome tied directly to product decisions.
- Full case study, research findings, and interactive prototype available at portfolio.

EDUCATION

Master of Digital Media

Toronto Metropolitan University • Expected 2026

- *GPA: 4.11 / 4.3*
- *Relevant Coursework:* Interaction Design · UX & Interaction Design · Creative AI & Experiential Design · Digital Media Entrepreneurship · Digital Fabrication

SKILLS

Product Design: Figma · FigJam · Figma AI · Webflow · Framer · Maze · Miro · Adobe Photoshop · Illustrator · After Effects

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 · Vertex AI · Midjourney · Runway · Higgsfield AI · Notion AI · Figma AI · 21st.dev · Perplexity · Gemini

AI Capabilities: Prompt Engineering · Human in the Loop AI · Multimodal AI Evaluation · AI Assisted Prototyping · AI Workflow Integration

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

Languages: English (Fluent) · Arabic (Native)