

# Ali Al-Janabi

## Founding Product Designer

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### EXPERIENCE

**Blank Space Corp.** 2024 — Present  
Operations Manager & Product Design Lead

- Spearheaded the end-to-end product strategy and operational framework for an all-in-one B2B restaurant management platform.
- Architected scalable design systems and high-fidelity prototypes, utilizing Figma as the conceptual blueprint and AI-assisted tools to accelerate front-end technical execution.
- Aligned product discovery with core business goals, prioritizing agile engineering backlogs through competitive analysis and structured usability testing.
- Tightly managed the design-to-development handoff, reducing release friction and ensuring strict adherence to cross-platform UI standards.

**SendNow Email Marketing** 2023 — 2024  
Co-Founder & Product Designer

- Led the end-to-end design and successful launch of a O-to-1 B2B email marketing platform MVP.
- Validated core user journeys for campaign management, list building, and onboarding through rigorous customer interviews and heuristic evaluations.
- Accelerated time-to-first-campaign metrics by enforcing strict scope discipline and delivering highly technical, interactive prototypes.
- Scaled UI consistency across the application by building and maintaining comprehensive Figma component libraries and reusable design patterns.

**Demand Science** 2021 — 2023  
Senior Product Designer

- Directed the UX/UI strategy and execution for multiple B2B SaaS surfaces, including Klarity, ReplyForce, and a proprietary Chrome extension.
- Engineered a centralized design system spanning 3+ product lines, encompassing design tokens, scalable components, and streamlined engineering handoff documentation.
- De-risked the product roadmap by executing structured usability readouts that directly informed high-impact Information Architecture (IA) and interface optimizations.
- Conducted rigorous design QA and delivered comprehensive interaction specs through continuous release cycles.

**Intuit Canada** 2017 — 2021  
Senior UX/UI Designer

- Owned the end-to-end UX and UI design for high-traffic, accessible seasonal releases across TurboTax and ProFile software ecosystems.
- Orchestrated multi-channel tax-season product launches, coordinating seamlessly with cross-functional engineering and product marketing teams.
- Executed pre-production usability testing and A/B conversion experimentation on core user paths, portals, and landing pages to maximize product engagement.

### PROFESSIONAL SUMMARY

Technically integrated Senior Product Designer and Operations Leader with 12+ years of experience delivering O-to-1 and scaled ecosystems for B2B SaaS, fintech, and complex enterprise platforms. Expert in bridging the gap between conceptual design and technical execution by leveraging modern AI workflows (Cursor, Claude) and treating code as the ultimate source of truth. Proven track record of accelerating time-to-market, building scalable design systems, and driving measurable business outcomes—including +25% user satisfaction metrics—through rigorous engineering partnerships and strategic product vision.

### TECHNICAL SKILLS

Product Strategy & UX — B2B SaaS • Fintech  
Ecosystems • Information Architecture • Wireframing  
High-Fidelity Prototyping • Agile Methodologies  
Operational Strategy

Design Systems & Tools — Figma, FigJam, Miro,  
Scalable UI Libraries, Design Tokens.

Technical Execution & AI — AI-Assisted Development,  
Cursor, Claude, GitHub Copilot, HTML/CSS Integration,  
Code-as-Source-of-Truth Workflows.

Research & Testing — Usability Testing, Heuristic  
Evaluation, WCAG Accessibility Standards, A/B  
Experimentation.

### EDUCATION

Humber College — Toronto, ON | 2011 – 2014  
Advanced Diploma, Advertising & Graphic Design

### CONTACT

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