

Ali Al-Janabi

Senior Product Designer · Agentic & AI-Native Experiences

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PROFESSIONAL SUMMARY

I'm a Senior Product Designer with 12+ years in fintech and B2B SaaS. I turn dense, regulated, rule-heavy workflows into clear, guided experiences people can move through without help. At Intuit, I owned UX/UI for high-traffic, accessible TurboTax and ProFile professional tax software releases for consumers and tax professionals. At Demand Science, I directed data-rich B2B products (Klarity, ReplyForce, a Chrome extension) and built a centralized design system across 3+ product lines. I co-founded SendNow and took a 0-to-1 B2B product from discovery to launch. I own the full arc from discovery, customer interviews, and usability testing through information architecture, journeys, interaction specs, high-fidelity Figma prototypes, design QA, and engineering handoff. I work hands-on and technically, partnering closely with engineers through design-to-code and AI-assisted workflows (Cursor, Claude) to prototype faster and move solutions closer to build.

WORK EXPERIENCE

Operations Manager & Product Design Lead

Blank Space Corp. · AUG 2024 - Present

- Lead product strategy and end-to-end product design for a B2B restaurant management and operations SaaS platform, owning the work from discovery through shipped UI for business users.
- Turn complex, data-rich operational workflows into clear, simpler flows before committing to high-fidelity design, working through states, rules, and edge cases with engineering.
- Build and maintain scalable Figma design systems and high-fidelity prototypes hands-on, using AI-assisted tools (Cursor, Claude) to accelerate front-end execution and move solutions closer to code.
- Run usability testing and competitive analysis with engineering to decide what to fix first and prioritize the backlog against business and experience goals.
- Own design-to-development handoff and design QA so what ships matches the design and implementation quality holds across platforms.

Co-Founder & Product Designer

SendNow Email Marketing · JUN 2023 - JUL 2024

- Designed and launched a 0-to-1 B2B email marketing MVP, owning onboarding, campaign, and list-management journeys end to end, from research through production-ready UI.
- Focused onboarding on time-to-first-campaign so new business customers reached value quickly.
- Validated journeys through customer interviews and heuristic evaluation before committing to high-fidelity execution.
- Shipped interactive prototypes with tight scope so engineering could build faster and more accurately under ambiguity.
- Built Figma component libraries and reusable patterns that kept a small team fast and consistent as the product grew.

Senior Product Designer

Demand Science · SEP 2021 - MAY 2023

- Directed UX/UI across data-rich B2B SaaS products, including Klarity (search, shared lists, team dashboard), ReplyForce, and a Chrome extension.
- Designed shared lists and team dashboards that made complex B2B data easy to scan and act on.
- Built a centralized design system across 3+ product lines with shared tokens, components, and engineering handoff documentation, keeping experiences consistent at scale.
- Used structured usability readouts with PMs and engineers to de-risk information architecture and interface changes on the roadmap.
- Wrote interaction specs and ran design QA through continuous release cycles, so engineering had implementation-ready flows.

Senior UX/UI Designer

Intuit Canada · OCT 2017 - AUG 2018 | AUG 2019 - FEB 2021

- Owned UX/UI for high-traffic seasonal releases across TurboTax and ProFile professional tax software in a regulated, high-trust domain.
- Broke complex tax workflows down into straightforward, step-by-step flows for consumers and for tax professionals working through detailed financial data.
- Designed to WCAG accessibility standards on high-traffic surfaces.
- Ran pre-production usability testing and A/B experiments on core paths, portals, and landing pages.
- Coordinated multi-channel tax-season launches with engineering and product marketing in a fast seasonal cycle.

SKILLS

Product & Experience Design: Fintech, B2B SaaS, End-to-End Journeys, Complex & Operational Workflows, Onboarding & Activation, Information Architecture, User Flows, Wireframing, Interaction Specs, High-Fidelity UI, Agile, Operational Strategy

Research & Testing: Discovery, User Research, Customer Interviews, Usability Testing, Heuristic Evaluation, Competitive Analysis, A/B Experimentation, WCAG Accessibility

Design Systems: Centralized Multi-Product Design Systems, Design Tokens, Scalable UI & Component Libraries, Engineering Handoff Documentation, Design QA

Prototyping & Tools: Figma (component libraries, variables, auto layout, prototyping), FigJam, Miro, High-Fidelity Interactive Prototypes, HTML/CSS

AI Workflows & Delivery: Cursor, Claude, GitHub Copilot, AI-Assisted Prototyping, Design-to-Code, AI-Augmented Product Surfaces

Languages: English, Arabic (native)

EDUCATION

Advanced Diploma, Advertising & Graphic Design · Humber College, Toronto, ON 2011 - 2014