Ali Al-Janabi

Senior Product Designer · Agentic & AI-Native Experiences

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Summary

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 releases. At Demand Science, I directed data-rich B2B products 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 and usability testing to interaction specs, high-fidelity prototypes, design QA, and handoff, working hands-on with engineers through AI-assisted design-to-code workflows (Claude Code, Cursor, Codex).

Earn trust before attention · Say no more than yes · Finish in code · Own every decision

Experience

Operations Manager & Product Design Lead

Aug 2024 – Present

Blank Space Corp.

- Lead product strategy and end-to-end product design for a B2B restaurant management and operations SaaS platform, from discovery through shipped UI.
- Turn complex, data-rich operational workflows into simpler flows before high-fidelity design, working through states, rules, and edge cases with engineering.
- Build Figma design systems and high-fidelity prototypes hands-on, using Claude Code, Cursor, and Codex to move solutions closer to code.
- Run usability testing and competitive analysis with engineering to prioritize the backlog against business and experience goals.
- Own design-to-development handoff and design QA so what ships matches the design across platforms.

Co-Founder & Product Designer

Jun 2023 – Jul 2024

SendNow Email Marketing

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

Senior Product Designer

Sep 2021 – May 2023

Demand Science

- 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 handoff documentation.
- Used structured usability readouts with PMs and engineers to de-risk information architecture changes.
- Wrote interaction specs and ran design QA through continuous release cycles.

Senior UX/UI Designer

Oct 2017 – Aug 2018 · Aug 2019 – Feb 2021

Intuit Canada

- Owned UX/UI for high-traffic seasonal releases across TurboTax and ProFile professional tax software in a regulated domain.
- Broke complex tax workflows into step-by-step flows for consumers and 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.

Skills

Product & experience design	Fintech · B2B SaaS · End-to-end journeys · Complex & operational workflows · Onboarding & activation · Information architecture · Interaction specs · High-fidelity UI
Research & testing	Discovery · Customer interviews · Usability testing · Heuristic evaluation · Competitive analysis · A/B experimentation · WCAG accessibility
Design systems	Multi-product design systems · Design tokens · Component libraries · Handoff documentation · Design QA
Prototyping & tools	Figma · pen.dev · paper.design · FigJam · Miro · High-fidelity interactive prototypes · HTML/CSS
AI workflows & delivery	Claude Code · Cursor · Codex · GitHub Copilot · AI-assisted prototyping · Design-to-code
Languages	Arabic (native) · English

Education

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