

SENIOR PRODUCT DESIGNER · DESIGN SYSTEMS LEAD · AI-ASSISTED DESIGN

Ali Dib

Senior UI/UX and product designer with 15+ years across product design, design systems, front-end development and motion. Co-founded enterprise design systems for SaaS billing and payment apps used by hundreds of thousands of people, and builds AI-powered Figma tooling that cut a full client rebrand from weeks to about 20 minutes.

15+ years in UI design

40+ products shipped

8 products on one system

19 design awards

KEY ACHIEVEMENTS

- Design systems at scale.** Co-founded the enterprise desktop design system and founded its mobile counterpart, adopted across 8 core products by 12 designers and 30+ engineers.
- Smarter components.** Collapsed 128 banner variations into 1 component with advanced variables, cut table builds from 5–10 minutes to about 10 seconds, and reduced prototyping time by 40%+ with interactive components.
- FusionX plugin suite.** Conceived and built a 7-tool Figma plugin suite used by 5 UI designers; its colour-rebinding tool cut a full client rebrand from weeks to about 20 minutes.
- UI QA and accessibility.** Designed the team’s UI QA process end to end, making handoff 25%+ faster with fewer defects, and served as the design team’s WCAG specialist.
- AI enablement.** Ran 8 workshops for 22 designers, UX writers, researchers and team leads on Figma variables, Figma Make, Claude MCP and AI workflows.

SELECTED BRAND WORK

- Aston Martin.** Designed a 70-inch dual-sided touchscreen display for the DB11’s Canadian debut, with interactive UI on one side and motion graphics on the other.
- Mercedes-Benz, McDonald’s, Sony and BOSS.** Dealership signage, animated digital menu boards, a signage menu solution and in-store motion advertising.
- Also designed for** Audi, Nissan, Mazda, Acura, General Motors, Tim Hortons, KFC, Taco Bell, Harry Rosen, the National Ballet of Canada and SickKids Foundation.

SKILLS

- Product and UX design.** Product design, user experience design, user flows, wireframes, prototyping, high-fidelity UI, interaction design, responsive web, iOS and Android, desktop and kiosk UI, motion design, DesignOps
- Design systems.** Component libraries, design tokens, Figma variables and variants, documentation, governance, design QA, developer handoff, WCAG accessibility
- AI and front-end.** Claude Code, Cursor, Claude API, Claude MCP, Figma Make, Figma Plugin API, AI-assisted prototyping, HTML, CSS, JavaScript, React, Next.js, Tailwind CSS
- Tools.** Figma, Adobe Creative Cloud (Photoshop, Illustrator, After Effects), Jira, GitHub, Vercel, Supabase
- Leadership.** Cross-functional collaboration, client and stakeholder presentations, team building, mentoring and workshops, roadmap planning

EXPERIENCE

KUBRA Mississauga, ON

Customer-experience and payments SaaS for utilities and enterprise clients across the US and Canada.

Senior UI Designer 2020 – 2026

- Designed responsive mobile and desktop billing, payment and payment-management apps, including BizPAY+ and BizHQ+.
- Delivered user flows, prototypes, high-fidelity UI and production-ready specs from concept to release.
- Built AI Figma plugins (Claude API, Figma MCP), including a design audit and Jira Stamper, to automate QA and handoff.
- Built time and process tools where Jira fell short, including status cards on every flow, to track design work.
- Partnered with UX designers, UX writers, researchers, engineers and clients from discovery to release.

Front-End Developer 2016 – 2020

- Designed the front end for the EZ-PAY self-service payment kiosk.
 - Managed front-end delivery for 7 client accounts through COVID-19.
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Wolfe Works Mississauga, ON**Digital Signage Manager** 2014 – 2016

- Founded and led the digital signage department, managing a team of 4 designers and front-end and back-end developers.
 - Designed and produced animated signage content and digital menu solutions for retail and brand clients.
 - Owned content scheduling and the product roadmap, and managed client relationships directly.
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Montana Steele North York, ON**Senior Web & Motion Designer** 2012 – 2014

- Designed and developed responsive websites (HTML5, PHP, WordPress) for real estate marketing campaigns.
 - Created motion graphics and animated content, and built large-format touchscreen experiences for sales presentation centres.
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The Works Toronto, ON**Senior Graphic Designer & Web Developer** 2010 – 2012

- Designed and developed websites, annual-report sites, corporate identity and print collateral for corporate clients.
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Synergex Mississauga, ON**Digital Media Manager** 2005 – 2010

- Founded and led the digital media department, managing a team of 12 designers, developers and translators.
 - Delivered static, animated and data-driven digital signage for global retail, restaurant and automotive brands.
 - Won Best Digital Signage Design & Solution in Los Angeles.
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AWARDS

19 national and international awards for web, print and signage design, including the BILD Award for Best Printed Brochure.

EDUCATION AND LANGUAGES

Diploma, Business Computer. IPNET College, Lebanon

Languages. English, French and Arabic, professional fluency

CONTACT

Hiring? Let's talk.

hello@alidib.com

[linkedin.com/in/alidib313](https://www.linkedin.com/in/alidib313)