

Alaa Mendili
Product Design &
Technology Leader

[Mendili.xyz](https://mendili.xyz)
Alaa@mendili.xyz
347.449.1464

Over the past 18 years, I've driven innovation and creative excellence, turning ideas into meaningful products and experiences people love. With hands-on experience, an approach rooted in research and a love for bridging modern technology and culture, I have led and inspired teams to create across various mediums for some of the world's most influential brands and artists.

Dapper Labs
Head of Product Design
2022

As Head of Product Design, I worked primarily with Dapper Collectives, the team within Dapper Labs bringing DAOs to the mainstream. I built the product design team from the ground up, defined and implemented processes, and worked closely with the product and engineering teams, as well as stakeholders across the company to deliver a suite of core tooling for DAOs. These tools are supporting communities, creators, and their audiences to easily launch and grow their DAO.

Grip
Co-Founder & CEO
2021 - 2022

Grip is a Web3 marketplace for skateboarding digital collectibles featuring the world's best skateboarders. I identified a gap in how skateboarders earn their living—largely through sponsorships—and saw an opportunity to leverage Web3 technologies, such as NFTs, to change the economics of skateboarding and provide deeper interaction between creators and fans. From defining the vision to marketing to fundraising to designing and developing the platform, I had a hand in every part of the process in bringing this project to life.

Dance Church GO
Co-Founder & CPO
2020- 2021

At the onset of the COVID pandemic, I helped transform a niche, in-person fitness class into a high-growth, venture-backed [virtual fitness startup](#). Initially bootstrapped over a weekend, with 5000 people tuning in, the product has garnered organic growth and attention from the likes of The New York Times, Forbes and [The Verge](#). I defined the product vision and led a small, nimble team to build the consumer product as well as the creator tools supporting virtual class production.

Amazon
Principal Product Designer,
Concept Lab
2016- 2020

The Concept Lab defines future opportunities and big bets for Amazon, typically looking 3 to 5 years ahead. As the Principal Designer, working closely with leaders across various organizations, my work included identifying opportunities, defining visions, designing, prototyping, and launching experiences to millions of customers worldwide. I also helped scale design at Amazon by developing tools, best practices, and processes. This included an innovation process used throughout the company by designers and non-designers alike.

Digital Kitchen
Creative Director &
Technology Director
2011- 2016

As one of the first interactive hires, I helped Digital Kitchen transition into a full-service integrated creative studio while leading the technology team across 4 offices. I led creative projects across several mediums: web, installations, events, film, and more. Additionally, I led our R&D effort resulting in the creation of numerous acclaimed products, services, and experiences such as [Stanley Piano](#). I also played a key role in new business and managing client relationships.

B-Reel & Sid Lee
Design Technologist
2005- 2011

I started my career working in digital marketing working for agencies such as Sid Lee B-Reel across offices in Montreal, Stockholm, New York. I designed and built numerous award-winning immersive campaigns for brands such as Google, Nike, Adidas, Doritos, Axe, MGM, and Nokia.

Core Skills

Product Design

User Research

Creative Direction

Executive Storytelling

Design Thinking

Talent Development

Cross-Functional Leadership

Tech Innovation

Education

University of Quebec

Bachelor of Arts with Major in Digital Media and Minor in Management
2003-2005

Edouard Montpetit College

Multimedia Degree
2000-2003

Recognition & Features

My work has won notable industry awards, including Cannes Lions, One Show, Webby, SXSW, and FWA. It has also been featured in publications such as The New York Times, Wired, and Vice Magazine.

Additional Highlights

Talks

I have led lectures and workshops on design worldwide, including in front of 5,000 people at [OFFF in Barcelona](#).

Web3

I have deep expertise in Web3, and I am entrenched in the space. I'm also a member of [FWB](#).

Non-Profit Work

I have served and supported several non-profit boards. I am currently a board member of the [Henry Art Gallery](#).

Web1

I have been tinkering, making, designing, and coding experiences on the internet since 1996.

Music

Since 2013, I have been a part of the DJ duo [Amateur Hour](#).

Multicultural

I have lived and traveled around the world and speak four languages.