

Alaa Mendili
Design, Technology
& Innovation Leader

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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.

Independent Consultant
Design Director
2023

Consulting, advising, and providing fractional leadership to brands of diverse sizes—from early-stage startups to big corporations. My work includes hands-on product design, design leadership, product strategy, creative direction, and cross-functional team management.

Dapper Labs
Head of Product Design
2022

As Head of Product Design, reporting to the Chief Product Officer, 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.

Grip
Co-Founder
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.

Dance Church GO
Co-Founder
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
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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.