Aleeze Asif

Product Design Lead

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PROFILE

I am a research-led, human-centred product design lead with 7+ years of experience in fintech and AI. I uncover what people need, deconstruct complex systems, and design high-fidelity experiences that align cross-functional stakeholders around a clear vision.

PROFESSIONAL EXPERIENCE

Product Design Lead — RBC Borealis AI *Nov 2024 – Present*

Borealis AI is RBC's data and AI hub, delivering enterprise-grade AI solutions for financial services.

- Product Design Lead on *Underwrite Assist*, an AI-assisted commercial credit underwriting tool now live for ~200 relationship managers and financial specialists, saving up to ~2 hours per credit application. Driving user-informed decisions across design, product, engineering, ML and business partners.
- User Research Lead on *RBC Assist Pro*, an enterprise-wide AI assistant arming 8,000+ active users with generative AI and agentic workflows. Leading a team of two that represent the user's voice to the steering committee who set the product's vision and defines the roadmap.
- User Experience and Research Lead on *Advice Centre*, a call center AI assistant that surfaces critical information in real-time for every call scenario. I drove research and design decisions that help advisors resolve client requests faster and match clients to the best RBC products for their needs.
- Designing and executing an "*AI x Product Design*" curriculum. I run bi-weekly knowledge-share sessions covering everything from industry standards when designing for AI to how the design process can be re-defined for the AI era.

Product Design Lead — RBC Wealth Management *Mar 2023 – Nov 2024*

Led a collaboration between RBC Data & Analytics and RBC Wealth Management.

- Strengthened the *business-tech partnership* between Wealth Management and Data & Analytics, lead a team of two designers, delivered three products and a brand identity on budget, scope, and schedule.
- Product Design Lead on *Insight Powered Advisor*, an AI tool that delivers timely, actionable insights across an advisor's book helping them spot next-best actions and unlock new client opportunities. Unlocked 250K hours for 1,500 active users and anticipated to generate $2M in revenue from increased opportunities matched to clients.
- Defined the brand identity, concept, and go-to-market materials for *WISE*, a wealth reporting and analytics platform. Delivered a complete brand guide, presentation materials, and an animated demo video presented to hundreds of employees at an internal expo.

Product Designer — RBC Data & Analytics *Jun 2020 – Mar 2023*

Worked in a multi-disciplinary team building data-driven products for enterprise users.

- Delivered 4 products end-to-end, owning research, ideation, UI design and developer handoff.
- Built and scaled UX documentation standards — persona, journey map, and user-flow templates plus a shared repository — adopted team-wide.
- Led user research on a self-serve data analytics platform, driving a navigation, landing page, and search redesign that grew active users by 1,100%.

SKILLS

UX: User research, user testing, systems thinking, storytelling, workshop facilitation
UI: Wire-framing, rapid prototyping, design systems, generative UI
Product Management: Business acumen, industry research, cross-functional facilitation, stakeholder alignment, roadmapping
Tools: Claude (code & co-work), Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects)
Leadership: Mentoring designers, spotting and driving process improvements

EDUCATION

Bachelor of Business + Interactive Arts and Technology

Concentration: Product Design

Simon Fraser University — 2020