

Layth Sihan

Product Designer

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💻 www.layth.website 📖 Brooklyn, New York

Work Experience

Finite State

Product Designer March 2023-March 2024

- Co-led end to end research, design, and testing for a \$30 million Series-B cybersecurity application.
- Design SaaS features for impact; my work decreased false positives by 20% and increased API hits by 30%.

Skills: User-Centered Design, Data Analytics, User Interviews, SaaS Features

Entergy

Senior Product Designer March 2022-March 2023

- Lead designer on Renew where my work increased community solar subscriptions across 5 states by 200%.

Product Designer March 2021-March 2022

- Conducted and led extensive 1:1 user interviews for electric vehicle and public charging teams and reported on learnings.
- Designed, engineered, and tracked a website for a charging station pilot generating quantitative data around desirability and behavior; the data was used to successfully extend the pilot for multiple fiscal quarters.

Skills: User Research, Web Development (HTML/CSS/JavaScript/React), Usability Testing

T2T

UX Consultant/Lead Product Designer March 2020-March 2021

- Took a concept for a safety application from 0 to 1; conducted 12+ hours of 1:1 interviews with potential users to understand the problem space and potential solutions.
- Generated end to end concepts with extensive safety and tracking features and oversaw the handoff of my work to a team of developers.

Skills: Project Management, User Research, End to End Design, User Stories, MVP

Education

University of New Orleans

MFA, Creative Writing

May 2017-May 2020

Louisiana State University

BA, English Literature

September 2006-December 2010

Certificates

The Flatiron School

UX/UI Design

Jan 2020-May 2020