

# LAYTH FANEK

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## EXPERIENCE

### PricewaterhouseCoopers (PwC Middle East)

Senior UX Design Consultant

MAR 2024 - Present

- Revamped the digital platform of a governmental tourism entity (GCC), improving navigation, accessibility, and visual consistency across desktop and mobile. Led end-to-end user research, prototyping, and testing cycles resulting in successful boosts in user engagement, ease of use, and user satisfaction.
- Elevated the user experience of a nationwide examination platform for a governmental authority (GCC). Created an in depth journey map that uncovered key pain points and misalignments between user needs and platform features. Conducted comprehensive usability evaluations and led stakeholder feedback sessions to refine functionality and significantly enhance the platform's usability.
- Enhanced the end-to-end user journey for a governmental Metaverse experience (GCC). Built interactive prototypes for iterative testing, and crafted an enhanced storyline, shaping a more immersive and engaging experience.
- Created and refined over 250 AI-generated visuals using Midjourney for a nationwide kids' examination platform for a governmental authority (GCC). Led thorough QA processes to ensure visual consistency and age alignment. Facilitated seamless handovers to support smooth integration into the final platform.
- Conducted extensive user research and usability testing to gain valuable insight into user behavior, preferences, and pain points, informing design decisions and driving iterative improvements.
- Apply an in-depth UX and UI understanding to design intuitive, human-centered digital experiences that balance user needs with business goals. Skilled in seamlessly integrating design solutions across web and mobile platforms.

### GiftABox JO

Lead UX Designer

FEB 2022 - JAN 2023

- Redesigned the Build-Your-Own-Box user experience from the ground up, resulting in a 67% increase in engagement and a 53% boost in sales.
- Built a high-fidelity interactive prototype for usability testing and conducted 20+ user interviews, surveys, and usability tests to uncover friction points and behavioral patterns across the customer journey.
- Applied a user-centered design approach, ensuring the final redesign aligned closely with user needs, expectations, and behaviors.

## SKILLS & EXPERTISE

- User Experience
- User Interface
- Usability Testing
- Wire-Framing
- Rapid Prototyping
- Journey Mapping
- Excellent Communication
- Illustration & Storyboarding

## TOOLS

- Figma
- Adobe XD
- Photoshop
- Illustrator
- Mid-Journey
- JavaScript
- Microsoft Office Suite
- CAD

## COMMUNITY IMPACT

### Run Jordan Dead Sea Ultra Marathon

APR 2025

10k fun run in support of the King Hussein Cancer Foundation.

### UX Rescue Community on Slack

2023

Supported startups and nonprofits with UX research, guidance, and design recommendations for social impact projects.

## EDUCATION & CERTIFICATIONS

### University of Waterloo - Canada

SEP 2017 - JUN 2021

Bachelor's Degree in Global Business and Digital Arts with a focus on UX Design (Graduated with Honors Distinction, 3.9 GPA)

### Principles of Generative AI Certification - Kubicle

APR 2024

Generative AI fundamentals and best practices.

## LANGUAGES & INTERESTS

**Languages** - Arabic (native), English (fluent)

**Interests** - Psychology, Digital Art & Painting, Music, Cycling, Reading