

LAYTH FANEK

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EXPERIENCE

PricewaterhouseCoopers (PwC Middle East)

Senior UX Design Consultant

MAR 2024 - Present

- Led end-to-end UX design process for large-scale digital platforms across multiple GCC governmental entities, including nationwide examination and tourism platforms. Delivered solutions that drastically improved engagement, accessibility, and user satisfaction, while aligning with strategic business objectives.
- Redesigned and optimized a nationwide examination platform for a governmental entity through in-depth journey mapping, usability testing, and stakeholder workshops. Identified and resolved critical pain points, resulting in a platform that better supported user needs and significantly improved overall usability.
- Designed and delivered an immersive governmental Metaverse experience, creating interactive prototypes and iterative testing cycles that shaped a more engaging, story-driven, and user-centered digital journey.
- Integrated AI-driven visual design workflows, creating and refining 250+ AI-generated assets for a nationwide education platform. Ensured consistency, quality, and age-appropriate design through rigorous QA, enabling seamless integration into the final product.
- Conducted extensive user research and usability testing across high-profile platforms, producing actionable insights into user behavior and translating findings into iterative design improvements that strengthened adoption and long-term engagement.
- Partnered with cross-functional teams, stakeholders, and developers to translate complex business requirements into intuitive, human-centered solutions, ensuring delivery of designs that balanced user needs with strategic outcomes.

GiftABox JO

Lead UX Designer

FEB 2022 - JAN 2023

- Drove the complete redesign of the Build-Your-Own-Box e-commerce journey, delivering a 67% increase in engagement and a 53% boost in sales by aligning user needs with business growth objectives.
- Led user research and usability testing, conducting 20+ interviews, surveys, and tests to uncover behavioral patterns and pain points across the customer journey. Translated insights into actionable design improvements that enhanced conversion and customer satisfaction.
- Owned the end-to-end design process, from ideation to high-fidelity prototyping, ensuring the final product delivered a seamless, intuitive experience while reinforcing brand value and long-term user loyalty.

Freelance & Community Projects

2018 - 2021

- Supported startups and nonprofits with UX research, design recommendations, and product guidance, helping improve accessibility, usability, and digital adoption across diverse communities.

SKILLS & EXPERTISE

- Human-Centered Design & Design Thinking
- Journey Mapping
- Usability Testing & Iterative Design
- Design Systems & Information Architecture
- Rapid Prototyping & Wire-Framing
- Cross-Functional Collaboration & Facilitation

TOOLS

- Figma (primary)
- Adobe XD
- Mid-Journey & Generative AI for Design
- Photoshop & Illustrator
- JavaScript (basic)
- Microsoft Office Suite

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.

COMMUNITY IMPACT

UX Rescue Community on Slack

2023

Contributed to global nonprofit design initiatives through UX Rescue, supporting accessibility and research for social impact projects.

Run Jordan Dead Sea Ultra Marathon

APR 2025

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

LANGUAGES & INTERESTS

Languages - Arabic (native), English (fluent)

Interests - Psychology, Digital Art & Painting, Music (drums, guitar, piano), Cycling, Reading