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|  |  | Romy El SayahExperienced Product Leader and Innovator8573896164 • romysayah@gmail.com |  |
| LanguagesEnglish

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French

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Arabic

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German

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 |  | Employment HistoryFounder, J24X LLCJune 2024 — PresentBuilding, testing and iterating on: * <https://plustwo.co/>
* <https://roundsoundbowl.com/>

Sr. Product Manager, Magic Leap Inc.November 2021 — Present* Led the design, strategy and development of 8+ apps and cross-app features including mobile scenarios, gesture and voice interaction, a 3D model viewer app, multi-window management and AI interaction.
* Spearheaded the development of an analytics platform tailored to extract specific product feature ideas from social listening partner data, utilizing LLM.
* Led a team of 2 data scientists and created the “Crowd Insights & Analytics” unit, facilitating the extraction of insights to inform product management decisions regarding product ideation for 1P apps.
* Helped the user research analytics team set up a data analysis automation to capture user behavior on device.
* Conducted research on multimodal interactions with adjacent wearables, identifying potential partnerships and unlocking new use cases.

Guest Lecturer, GenAI, Harvard Business School, BostonAugust 2023 — September 2023Co-taught a 4-week long course on AI Product Innovation “ES 285: Design, Theory and Practice” for the new MSMBA students Mentored students to come up with product ideas for the partners H&M, Bosch and Flos, integrating generative AI. Gave 3 lectures on Generative AI and Product Innovation. Innovation Product Strategist, The MathWorks Inc., BostonJuly 2020 — October 2021* Implemented a new program for the side-project Incubation Lab that included a website, an outreach system, innovation frameworks and strategies to secure managerial buy-in for prod- uct adoption. Conducted in-person brainstorming workshops for new product ideas.
* Played a pivotal role in the development cycle of three platforms, notably spearheading the creation of a user feedback aggregation platform for MathWorks products, equipped with advanced sentiment analysis capabilities.
* Led the design of 6+ web and desktop products. Developed the design strategy for a new desktop feature that won the 2nd prize for the company-wide HackDay challenge.

Product Manager, UN-HabitatNovember 2022 — April 2023In collaboration with Omdena, managed the development of an AI platform to map vulnerable areas in the Philippines ( [web link](https://kmedri-philippines.streamlit.app/Cluster_Prediction)). HCI Researcher, Harvard’s Laboratory for Design Technologies, BostonApril 2020 — May 2021Led the design and development of a web platform that empowers residents of Boston with the customization of their homes with AI. Won the 4th prized for the Re:Humanism Artificial Intelligence Project, and exhibited in MAXXI, Rome ( [article link](https://www.re-humanism.com/project/elizabeth-bowie-christoforetti-and-romy-el-sayah/)). Founder, Lebanocracia.org, BostonSeptember 2019 — April 2020Led a team of 6 to launch a platform to collect and analyze political needs of protesters in Lebanon (300,000+ votes collected). Went on TV to encourage people to use the platform ( [TV interview link](https://www.youtube.com/watch?v=2lfiYJnFjMA)). Dar Al Handasah, Consultant, BeirutJune 2016 — June 2018Designed 30,000 sqm military airport maintenance hangar in Kuwait, meeting NATO standards. Implemented concepts for a Luanda pantheon and an Abu Dhabi residential complex. EducationMaster in Design Studies in Technology, Harvard's Graduate School of Design, BostonAugust 2018 — May 2020Bachelor of Architecture, American University of Beirut, BeirutAugust 2011 — May 2016Talks / AwardsDIDI, Dubai Institute of Design and Innovation2023Guest Lecturer Collective Living, Machine Learning and the City2021Work Published MAXXI Museum of Modern Art in Rome, Rehumanism AI Prize2021Work Exhibited Primer21, Conference about Futures2021Guest Speaker ACM CHI on Human Factors in Computing Systems2019Selected Paper and Guest Speaker  |