



# Romy El Sayah

Experienced Product Leader and Innovator

8573896164 · [romysayah@gmail.com](mailto:romysayah@gmail.com)

## Languages

English

French

Arabic

German

## Employment History

### Founder, J24X LLC

June 2024 – Present

Building, 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, Boston

August 2023 – September 2023

- Co-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., Boston**

July 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 product 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-Habitat**

November 2022 — April 2023

In collaboration with Omdena, managed the development of an AI platform to map vulnerable areas in the Philippines ([web link](#)).

## **HCI Researcher, Harvard's Laboratory for Design Technologies, Boston**

April 2020 — May 2021

Led the design and development of a web platform that empowers residents of Boston with the customization of their homes with AI. Won the 4th prize for the Re:Humanism Artificial Intelligence Project, and exhibited in MAXXI, Rome ([article link](#)).

## **Founder, Lebanocracia.org, Boston**

September 2019 — April 2020

Led 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](#)).

## **Dar Al Handasah, Consultant, Beirut**

June 2016 — June 2018

Designed 30,000 sqm military airport maintenance hangar in Kuwait, meeting NATO standards. Implemented concepts for a Luanda pantheon and an Abu Dhabi residential complex.

# **Education**

## **Master in Design Studies in Technology, Harvard's Graduate School of Design, Boston**

August 2018 — May 2020

## **Bachelor of Architecture, American University of Beirut, Beirut**

August 2011 — May 2016

## **Talks / Awards**

**DIDI, Dubai Institute of Design and Innovation**

2023

Guest Lecturer

**Collective Living, Machine Learning and the City**

2021

Work Published

**MAXXI Museum of Modern Art in Rome, Rehumanism AI Prize**

2021

Work Exhibited

**Primer21, Conference about Futures**

2021

Guest Speaker

**ACM CHI on Human Factors in Computing Systems**

2019

Selected Paper and Guest Speaker