Layla Obeid

Product Designer

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WORK EXPERIENCE

User Experience Design Intern | AstraZeneca
May 2024 - June 2025 | Gaithersburg, MD/Hybrid

- Spearheaded end-to-end UX redesign of internal SharePoint Hub serving **600+ users across 6 franchises, boosting maximum daily site traffic by 413%**
- Created wireframes and interactive prototypes using Figma and implemented designs with SharePoint and SharePoint SPFx
- Conducted user interviews, analytics reviews, and usability surveys to inform iterative enhancements

Founding UX Designer & Intern | Columbia University TC's S-Bye Lab
March 2025 - October 2025 | New York, New York/Hybrid

- Designed **end-to-end prototype** of Outreach startup in Figma then **Figma Make**, delivering complete flows for onboarding, dashboards, live forums, chats, and settings
- Streamlined complex features (polls, breakout groups, flagged messages) using clear information architecture & interaction design
- Worked in tandem with fellow UX Designer, Product Manager, and stakeholders to enhance overall usability, accessibility, and engagement of MVP and finished prototype

Design Lab Teaching Assistant | Columbia University
January 2026 - May 2026 | New York, New York

- Provided UX critique to students for weekly deliverables across **Figma, FigJam, & Figma Make**
- Supported iterative workflows through ongoing feedback
- Assisted with team-based design coordination & concept synthesis
- Mentored students on iterative design process and **artificial intelligence (AI) tools** for design during weekly office hours

UX/UI Designer | Kittaba
January 2026 - Present | Remote

- Designed and launched a live website, translating stakeholder needs into intuitive site architecture and user flows
- Iterated on layout and navigation from user feedback
- Structured content hierarchy for accessible product browsing

Digital Experience Designer | American Muslim Senior Society
October 2026 - Present | Remote

- Maintain the organization's WordPress site using Elementor and custom HTML/CSS, including hosting and domain management
- Design and send Mailchimp campaigns to ~2,000 subscribers and manage social media content
- Audited 45 digital accounts, removing obsolete logins, rotating credentials, and centralizing access records

EDUCATION

Computer Science
Columbia University, Barnard College
2022-2026

SKILLS

UI Design
User Research, Usability Testing, Wireframing, Prototyping, Information Architecture, Interaction Design, Design Systems, Accessibility, Journey Mapping, A/B Testing, UX Writing, Stakeholder Interviews

Tools
Figma, Figma Make, Framer, Cursor, Claude, Adobe XD, Photoshop, UserTesting, SharePoint, WordPress, Elementor, Squarespace, Mailchimp

Front-End Development
HTML, CSS, JavaScript, TypeScript, React, Git

Languages
English, Arabic, Spanish

CAMPUS LEADERSHIP

Design @ Columbia Club | Vice President & UX Design Lead
February 2025 - May 2026
Mentored students on portfolios and breaking into product design, organized semester-long design challenges, and led industry panels with professionals from Google, Figma, and YouTube

AWARDS

Environmental Hack Winner
DevFest (Columbia NYC-Wide Hackathon)
February 2024
Designed Figma UI for React Native + TypeScript app tracking real-time carbon emissions. **Simulator version here**