Laith Jaroudi

Quantitative UX Researcher & Audio Product Designer

Santa Barbara, California ~ laithjaroudi@gmail.com ~ +1 (310) 801-4014- ~ cheddarness.com

Experience

Lead Researcher (Quantitative UX Focus) | UC Santa Barbara | Dr. Miller's Memory & Decision Making Lab   (2025-)
- Led a controlled experimental study on rhythmic entrainment, quantifying how auditory tempo synchronization affected visual sequence memory and increased user retention.
- Executed end-to-end research operations, measured neural engagement and SPSS to validate the statistical significance of cognitive load reduction.
- Synthesized behavioral data into actionable design insights to identify a statistically significant correlation between rhythmic synchronization and visual recall, directly informing interface pacing strategies.
- Awarded "Best Poster" at the departmental colloquium for excellence in communication of complex psychoacoustic concepts to non-technical stakeholders.

UX Researcher (Auditory & Multimodal Interaction) | UCSB Dept. of Psychological and Brain Sciences   (2023-)
- Led a quantitative study measuring the impact of environmental soundscapes on user cognition and task performance.
- A/B tested auditory prototypes, revealing critical disconnects between user confidence and actual accuracy, influencing recommendations for audio feedback systems.
- Utilized Python for data visualization, bridging the gap between design tooling and rigorous statistical validation.

Audio Content Strategist & Technical Sound Designer | Freelance/Independent   (2017-)
- Expert proficiency (8+ years) in Ableton Live and FL Studio, with deep knowledge of signal flow, DSP (Digital Signal Processing) chains, and VST integration (EDM and Techno)

Executive Producer (Post-Production) | TEDxYouth @ACS, Beirut   (2021)
- Orchestrated a cross-functional team of video experts to livestream and record a major TEDx event, ensuring high-quality audio-visual delivery under strict time constraints.

Market Intelligence Analyst (Intern) | Industry Intelligence Inc., Los Angeles   (2019)
- Conducted competitive landscape analysis and organized large corporate-structure datasets using Excel and SQL, enabling senior leadership to refine product positioning and inform strategic business decisions.

Education

UC Santa Barbara | B.S. in Psychological & Brain Sciences (Honors)   (2022-)
- Minors: Philosophy (Cognitive Theory Focus), Media Arts & Design
- GPA: 3.64 (4x Dean's Honors)

Google UX Design Professional Certificate   (2025)
- Completed rigorous training in end-to-end UX workflow: wireframing, prototyping, usability testing, and design systems.

Technical Skills

- **Research & Analysis (3+ years):** Quantitative UX Research, A/B Testing, Usability Testing, Survey Design, Experimental Design, Biometric Testing (EEG), Statistical Analysis (SPSS, R, Python), Data Visualization.
- **Audio & Engineering (8+ years):** Ableton Live, FL Studio, Sound Design, Mixing & Mastering, DSP, Psychoacoustics.
- **Design & Prototyping (3+ years):** Figma (Prototyping), User Flows, Adobe Creative Suite (Ps, Ai, Pr), Blender (3D).
- **Languages:** English (Native), Arabic (Native), French (Advanced), Spanish (Advanced).