

Jad Elayan

Product & UX Research · Informatics @ UC Irvine
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SUMMARY

Informatics student and DTC brand founder with hands-on experience across product design, user research, and end-to-end brand execution. Founded and shipped a premium consumer product from concept to launch. Bilingual (English/Arabic) with a track record in student leadership. Seeking a product management or UX research internship.

EDUCATION

B.S. Informatics | *University of California, Irvine — Donald Bren School of ICS* Expected 2029

- GPA: 4.0
- Earned 71.5 college credits, including ~63 transfer units via Running Start (Everett Community College)
- Relevant coursework: [add HCI / design / stats / programming courses]

EXPERIENCE

Founder & Head of Design | *Meiya Candle Studio* 2025 – Present

- Founded a premium direct-to-consumer candle brand with a Japanese ukiyo-e aesthetic; own product design and brand direction, co-founding with two operators
- Led product decisions across a six-scent line, running scent and positioning research to shape the consumer offering
- Designed and shipped print-ready packaging: built an HTML label system with embedded artwork and exported production-ready PDFs for print vendors
- Drove go-to-market execution — LLC formation, Shopify storefront, TikTok Shop integration planning, and a seven-day launch roadmap
- Authored a full product case study documenting research, design decisions, and outcomes (meiyacandles.notion.site)
- Prototyped an AI-powered "Scent Concierge" recommendation concept to personalize product discovery

HONORS & LEADERSHIP

- **Co-President, Latin American Association** — Everett Community College; led programming, membership, and events
- **Running Start** — earned ~63 college units during high school

SKILLS

- **Design & Product:** product design, brand direction, user research, prototyping, case-study writing
- **Marketing:** brand positioning, go-to-market, DTC / social commerce
- **Technical:** AI-assisted coding, HTML/CSS, Notion, Shopify
- **Languages:** English, Arabic (bilingual)