

Thomas R. Layhew Jr.

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PROFESSIONAL EXPERIENCE



Sleepier

January 2026 – July 2026

User Experience Research (Internship)

- Conducted end-to-end user interviews and moderated usability testing for Sleepier's Predictions Market product, presenting insights to stakeholders
- Led a research initiative benchmarking 7 competitor apps' new-user lifecycle marketing touchpoints, coordinating 6 colleagues through a shared methodology to synthesize actionable recommendations
- Mapped user flows and end-to-end journeys for Sleepier's signup process, surfacing friction points and improvement opportunities
- Executed daily competitive monitoring and benchmarking of competitor apps' features, user experience, advertisements, and social media posts to inform product and marketing strategy
- Tested new app features prior to release, documenting bugs and quality issues to support launch readiness across product, design, and engineering
- Built and tested a minigame prototype using AI tools to validate a product concept, then analyzed the resulting engagement data (30M+ plays in one month) to inform a company-wide initiative



Brouha Ltd. (Brouha Sports)

February 2024 – August 2025

Product Creator & Development Lead

- Founded and led end-to-end development of a sports gaming platform beta, owning the product vision and roadmap from concept to a 500+ user launch
- Designed and executed mixed-methods research with 100+ participants, synthesizing qualitative and quantitative data to uncover consumer motivations, behaviors, and actionable insights
- Conducted comprehensive market research using quantitative and qualitative methodologies to identify consumer trends, competitive positioning, and growth opportunities
- Monitored in-app engagement metrics and user behavior patterns to analyze consumer trends and refine product and promotional strategy



Turnserv

August 2024 – May 2025

Account Manager

- Managed a portfolio of real estate service accounts, serving as the primary point of contact for client needs, issue resolution, and long-term retention
- Sourced new business daily through cold calling and in-person prospecting across apartment and condo communities, researching each property beforehand to prioritize high-value opportunities
- Vetted and qualified prospects by researching property management history and portfolio size ahead of outreach, tailoring pitches to secure meetings with key decision-makers
- Exceeded revenue targets by 25% through consistent client engagement, leveraging CRM analytics and Excel reporting to track outreach and identify account growth opportunities

EDUCATION



The Ohio State University, Class of 2024

Fisher College of Business | GPA: 3.74

B.S. Business Administration, Marketing Specialization & Minor in Psychology

CORE COMPETENCIES

Research & Insights: User Interviews, Usability Testing, Landscape & Market Research, Participant/Expert Sourcing & Screening, Discussion Guide Development, Competitive & Secondary Research, Qualitative & Quantitative Analysis, Insight Reporting

Technical: Microsoft Excel, Microsoft PowerPoint, Qualtrics, CRM Systems, Notion, Tableau, Amplitude, Figma, Canva