



# NABIL BENHADI

SENIOR PRODUCT DESIGNER

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## SUMMARY

I'm a Product Designer with 8+ years of experience, driving strategic business growth through user-centered, visually striking solutions grounded in data and research.

## EXPERIENCE

### Telenet, WongDoody

Senior Product Designer · Jan 2022 – Apr 2025 · Mechelen, London

- Led an iterative redesign of MyTelenet app and web platforms, introducing a new information architecture, new features, and a modernized UI library in a highly collaborative, cross-functional, agile environment.  
**Process:** heuristic evaluation, data analysis, card sort & tree test, prototyping, usability testing.  
**Results:** -5.5% churn rate, -13.2% non-digital service cases created, app rating increased from 3.7 to 4.2.
- Spearheaded the Check & Smile feature and campaign under tight timelines, leveraging strong stakeholder management and rapid design sprints to ensure success.  
**Results:** +4.5% WAUs, +8.4% NPS, -3.2% churn rate, +11.2% hardware purchases.
- Championed the integration of Design Tokens to Telenet's Design System, significantly accelerating the design and development pipeline as well as enabling white-labeled solutions and theming.

### Liberty Global, WongDoody

Concept Designer · Feb 2025 – Apr 2025 · Amsterdam, London (Remote)

- Defined a north-star vision for an aggregated TV platform rolled out across Telenet, Virgin Media Ireland, and Sunrise to elevate the current platform's user experience.  
**Process:** competitor analysis, landscape review, insights synthesis, concept ideation, and visual direction.

### Proximus

Product Designer · Sep 2020 – Jan 2022 · Brussels

- Redesigned navigation and added new features to the customer zone platform.  
**Process:** user interviews & surveys, prototyping, usability testing  
**Results:** +4.3% retention rate, +27% customer satisfaction.
- Led the delivery of the Proximus Enco marketplace site.
- Revamped the entire component library to meet AA accessibility standards and support mobile platforms and applied the new design system across the MyProximus app, elevating both accessibility and consistency.  
**Results:** WCAG 2.1 AA compliant mobile application following EU regulations.

## Blockpulse

Product Designer · Sep 2019 – Sep 2020 · Paris, Brussels

- Redesigned the core product from discovery to delivery, enhancing usability, core task completion, and the overall user experience and visual presentation..

**Process:** stakeholder & user interviews, prototyping, usability testing, monitoring success criteria (KPIs)

**Results:** +81% MAUs, +89% onboarding completion, +32% campaign completion.

- Established a new brand, logo, and visual identity and redesigned marketing site to improve brand awareness, clarify brand positioning, and optimize conversion.

**Process:** stakeholder & user interviews, A/B testing, surveys, monitoring success criteria (KPIs)

**Results:** +75% conversion rate, -38% bounce rate.

## StackinSat

Product Designer · Dec 2019 – Dec 2020 · Paris, Brussels

- Designed StackinSat's brand identity, app, and marketing platform from early-stage concepts through final implementation.

**Process:** user interviews, prototyping, usability testing

**Results:** +110% conversion rate, +56% MAUs.

## Bariom

Product Designer · Apr 2019 – Feb 2020 · Brussels

- Led end-to-end design for Bariom's core products and marketing site.

*Note: Project did not launch due to COVID-19 lockdown and the product's reliance on public venues such as restaurants.*

## Lemon Learning

Product Designer · Apr 2018 – Apr 2019 · Paris, Brussels

- Redesigned both client authoring tools and the customer-facing browser extension, guiding users through online workflows. Owned the full design process in close collaboration with engineering and product teams.

**Results:** +54% MAUs, +11% conversion rate, +34% customer satisfaction.

## EDUCATION

### ECAM Brussels

Industrial Engineering · Sep 2013 – Jun 2017 · Brussels

## SKILLS, TOOLS, & LANGUAGES

### Skills

Design Thinking, Research & Discovery, User-Centric Design, Wireframing, Prototyping (Figma, Framer), High-Fidelity Design, Mobile Design, Design Systems (Tokens), Components & Patterns, Accessibility (WCAG 2.1 AA), Brand Design, Visual Direction, Motion Design (After Effects & Lottie), HTML & CSS.

### Tools

Figma, Framer, Contentsquare, Maze, Adobe Analytics, Adobe Illustrator, Photoshop, After Effects.

### Languages

English: Fluent · French: Native · Dutch: Fluent