NABIL BENHADI
SENIOR PRODUCT DESIGNER

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Belgium

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STRENGTHS

Native App Design
Web Design
Design Systems
Design Tokens
Stakeholder Management
User Centric Design
Accessibility (AA)

TOOLS

Figma
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Contentsquare
Maze

LANGUAGES

English — fluent
French — first language
Dutch — fluent

PROFESSIONAL EXPERIENCES

These are some of the most relevant projects I worked on. Please refer to my portfolio on my Behance profile for more details and imagery of my work.

LIBERTY GLOBAL — WONGDOODY

Concept Designer • 2025 (3 months) • Amsterdam, London (remote)

Defined a northstar vision for an aggregation TV platform, distributed via subsidiaries such as Telenet, Virgin Media Ireland, and Sunrise. Starting with a competitor analysis and landscape reviews to then distill into key takeaways to form three initial concepts and visual artistic directions.

TELENET — WONGDOODY

Product Designer • 2022—2025 • Mechelen, London

Spearheaded the addition of many features, a redesign including a new information architecture and modernised UI on the customer-facing MyTelenet app and web platforms.

Kickstarted and shared my expertise for the integration of Design Tokens at Telenet.

Prototyped a high-fidelity concept of a My Virgin Media app for a successful RFP.

Led the design direction of an internal design system centred around Design Tokens.

PROXIMUS — PAUWELS CONSULTING

UI Designer • 2020—2022 • Brussels

Entirely evamped the design system component library to bring it to AA accessibility standards and support mobile platforms.

Overhauled the customer-facing MyProximus app to apply the freshly revamped design system to meet elevated accessibility and design standards.

STACKINSAT

Freelance Product Designer • 2020 (3 months) • Paris, Brussels

Led the product design for StackinSat's digital products (app & marketing dasda) from early concepts to detailed designs.

Established a fresh visual brand identity.

BLOCKPULSE

Freelance Product Designer • 2019—2020 • Paris, Brussels

Led the product design for Blockpulse's digital products (webbapp & marketing website) from early concepts to detailed designs.

Established a fresh visual brand identity alongside a component kit.

BARIOM

Freelance Product Designer • 2018—2020 • Brussels

Led the product design for Bariom's digital products (app & marketing website) from early concepts to detailed designs.

Established a fresh visual brand identity.

LEMON LEARNING

Freelance Product Designer • 2018—2019 • Paris, Brussels

Led the product design for Lemon Learning's digital products (webapp & chrome extension) from early concepts to detailed designs.

Evolved their brand identity and built a component kit.

EDUCATION

SELF-EDUCATION

2016–Present

Educated myself over the years on the following subjects: Product Design, Design Thinking, UI Design, UX Design methodolody, Branding, Marketing, Graphic Design, Visual Arts, Agile Methodology, and more.

INDUSTRIAL ENGINEERING — ECAM

2013—2016 • Brussels

Bachelor (Incomplete — pursued design instead)