

Christophe Van Engelen

Senior Product Designer & UX Lead

Product design · UX/UI · Service design · CX transformation

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PROFILE

I like complex problems. Fourteen years across UX, product and service design, turning tangled services into clear, usable products: discovery and workshops through interaction design, design systems and delivery with engineers. Regulated services, industrial B2B SaaS, founder-led products.

Case studies BNP Paribas Fortis · SPEOS - bpostgroup · HMS Networks · WeJustice → **christophevanengelen.com**

KEY ACHIEVEMENTS

A EUR 2 million build budget approved at HMS Networks, on a concept six customer organisations validated.

A pilot client committed before development at BNP Paribas Fortis; at Belfius, the service passed committee and reached production.

At bpost/SPEOS, a prototype at SUPR-Q 4.5/5 with six enterprise clients; at Hello bank!, the community and FAQ redesign cut helpdesk calls by 35%.

WeJustice: 5,300+ pre-registrations without paid media.

SKILLS

Product & UX design · End-to-end product design, interaction and UI, wireframes, user flows, responsive web and mobile, Figma prototyping, information architecture. Design systems: tokens, Storybook, governance. Accessibility: WCAG 2.1 AA and the European Accessibility Act at component level.

Research & service design · User research, moderated usability testing, SUPR-Q scoring, customer journeys, service blueprints, field observation, workshop facilitation, Voice of Customer.

Leadership & delivery · Product strategy and discovery, MVP definition, user stories and acceptance criteria, roadmapping. Cross-functional alignment with business, IT and operations. Agile, Scrum, SAFe, PI planning. Analytics and A/B testing. Coaching designers and front-end developers. AI-powered features.

Tools · Figma (design systems, variables, prototyping), FigJam, Miro, Mural, Jira, Confluence, Google Analytics, Matomo, Adobe CC, Next.js, Tailwind CSS, Flowbite, GitHub, Storybook, Claude Code.

PROFESSIONAL EXPERIENCE

Independent through Hi-Def, my own consultancy, since 2012.

Independent Product & UX Designer · Hi-Def

Apr 2012 - Present

Brussels, Belgium · Embedded in client product teams, on long engagements.

- Design and product lead on the ventures built under Hi-Def: WeJustice (legal tech, live platform, 5,300+ pre-registrations without paid media), Unfold (consumer app built on live data), Choeke and Bizzbro (retail media, field operations).
- Lead designers and front-end developers across the ventures, plus the external agencies and freelancers around them.

CX & Service Design Consultant · SPEOS - bpostgroup

Aug 2024 - Dec 2025

Brussels, Belgium · Enterprise self-service portal for a regulated document and mail business.

- Interviewed 30+ stakeholders and customers, then unified separate portals, logins and seven teams around one end-to-end customer journey.
- Turned an IT-dependent onboarding into a journey Sales configures itself; customers choose and prioritise their own channels.
- Designed the production dashboard: live file status from upload to distribution, actionable error alerts, and pulling one document out of a batch or reprocessing it in a click.
- Built bespoke prototypes for enterprise tenders, so Sales could demonstrate the experience instead of pitching it on slides.
- Coached two junior designers and led the front-end developers through the Tailwind build. Six enterprise clients scored the prototype SUPR-Q 4.5/5 and it went to development.

Service Designer & UX Lead · HMS Networks / Ewon

Jun 2021 - Oct 2022

Nivelles, Belgium - remote with Sweden · Industrial IoT, Swedish group.

- Built the first UX function in an engineering-led industrial IoT business: defined how design works, then pulled Product, Engineering, Sales and Support behind one role-based SaaS vision.
- Grounded it in 8 international customer interviews, field observation and workshops. Six customer organisations validated the concept; HMS approved a EUR 2 million budget to build it.
- Benchmarked the main SaaS competitor screen by screen and mapped the gap against the HMS range to frame the product bet.

- Designed role-based onboarding and permissions, from technicians to plant managers, plus white-label dashboards customers build for their own end clients.
- Applied WCAG contrast, reflow and target-size rules to tablet and control-room interfaces.

UX Lead / Digital Product Consultant · DCY

Sep 2020 - Sep 2021

Brussels, Belgium - remote · Crypto-investment fintech, non-custodial, built on exchange APIs.

- Replaced email-based investor onboarding with self-service KYC, exchange-specific guidance and API-key set-up: activation fell from up to 2 weeks to under 2 hours.
- Designed the investor dashboard: portfolio value, entries and exits, gains per trade, and alerts that end the constant checking.
- Owned the commercial layer too: brand, offer, landing pages, factsheets and data visualisations for private and institutional investors.
- Led front-end developers into production from the design system and specifications I wrote.

Co-Founder & Product Experience Lead · Astronom

Sep 2019 - Aug 2021

Proposition, brand, journeys, UI and the investor story behind a EUR 150,000 round from IPM and Rossel. The earlier iOS/Android app reached 10,000 downloads in three months.

Service Designer & UX Lead · Belfius

Jan 2019 - Jul 2019

Brussels, Belgium · Consent-based data service for entrepreneurs and their accountants.

- Research with 8 accountants across 8 firms invalidated the standalone-product assumption and redirected the service into the software they already used.
- Designed a service connecting the bank, accounting firms and entrepreneurs through explicit consent.
- The prototype scored SUPR-Q 4.2/5, the committee approved the case, and the service reached production.

Concept & Service Designer · BNP Paribas Fortis - Enterprise Intelligence

Feb 2018 - Jan 2019

Brussels, Belgium · Retail-data product for multi-location brands.

- Reframed a retail-data product from data exploration to decision support after research with 6 multi-location brands.
- Turned the data explorer into goal-based reports: the figure, a plain-sentence reading of what moved and why, and a suggested next action.
- Segmented the bank's 1,500 merchant terminal holders and showed 901 were directly addressable: the product's audience already existed.
- Redesigned the access journey from 15 steps to 2, mapped as user stories down to the invitation link.
- Of the six retailers in the research and tests, Léonidas committed as pilot client before development, and leadership moved the product into Agile build.

UX Lead · BNP Paribas Fortis - Hello bank!

Dec 2015 - Jan 2018

Brussels, Belgium · Digital bank, run as a Scaled Agile (SAFe) programme.

- Led UX across five product streams, from mobile banking and self-service support to online mortgage and personal finance.
- Steered releases on research, analytics, A/B tests and eye tracking; the community and FAQ redesign cut helpdesk calls by 35%.
- Redesigned Hello crowd! on both sides: guided onboarding and stronger storytelling for project owners, better discovery for contributors, contribution without a mandatory account.
- Guided designers, content strategists, developers and the analytics team around the streams.

Creative Director, then Founder & Product Lead · My Media Is Rich, then Cezzam

Nov 2006 - Dec 2015

Grew a four-person founding team into a studio of 8 to 12 and ran its creative team for six years - recruitment, direction, 1-to-1s, client budgets; campaigns on the early Facebook and LinkedIn APIs for Audi, Coca-Cola, AstraZeneca and Dragone. Then founded Cezzam: ran a 6-person engineering team remotely in Vietnam for 15 months, onboarded 25 merchants.

REFERENCES

"He quickly took ownership of the initiative and helped us build a stronger and more consistent product vision across our platforms."

Julien Vandercammen, Head of Cloud Program, HMS Networks

"He masterfully bridges the gap between high-level theory and practical execution, translating complex concepts into clear business benefits."

Robin Roelands, Operations Manager, SPEOS - bpostgroup

Client references on request.

EDUCATION

Bachelor in Digital Communication, SAE Institute Belgium. Nielsen Norman Group: Analytics & UX; UX Deliverables.

LANGUAGES

French: native (C2). English: C1, working language with international teams for 10 years. Dutch: elementary (A2).