

CHRISTOPHE VAN ENGELEN

SENIOR SERVICE DESIGNER & CX TRANSFORMATION LEAD
UX STRATEGY | SERVICE DESIGN | PRODUCT DISCOVERY | STAKEHOLDER
ALIGNMENT



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CORE EXPERTISE

- UX and customer research
- Service design and blueprints
- Customer journey strategy
- CX transformation
- Product discovery and MVP
- Information architecture
- Interaction design and prototyping
- Design systems
- Workshop facilitation
- Stakeholder alignment
- Coaching and team enablement
- Agile collaboration

LANGUAGES

FRENCH

Native (C2)

ENGLISH

Professional working
proficiency (B2)

DUTCH

Basic (A1)

SUMMARY

Senior Service Designer and CX Transformation Lead with 20+ years of experience in digital products and services.

I combine customer research, systems thinking, facilitation and product strategy to transform complex business and technical challenges into clear customer journeys, service models, prototypes and actionable roadmaps.

Experienced in aligning senior stakeholders and connecting Business, Product, Engineering and Operations.

EXPERIENCE

Service Strategy Lead | WeJustice / Palace.legal (Lexprecia) | 10/2025 - Present

Leading the transformation of a traditional legal platform into a customer-centric legal membership and collective action service.

- Reframed the business model and value proposition around accessible legal protection and citizen-led collective actions.
- Aligned legal experts, business stakeholders and product teams through strategic workshops.
- Designed end-to-end journeys covering acquisition, onboarding, activation, engagement and lifecycle management.
- Structured MVP scope, prioritisation and roadmap across customer value, feasibility and business objectives.
- Generated 4,500+ pre-registrations before launch.

Service Strategy Lead | Unfold | 01/2026 - Present

- Redefined the product positioning and customer value proposition.
- Facilitated discovery sessions translating user insights into a clearer product strategy.
- Designed onboarding, activation and engagement journeys.
- Explored AI-assisted personalisation opportunities for future product development.
- Contributed to a product concept that achieved 10,000+ downloads within three months.

LEADERSHIP

- Cross-functional leadership
 - Executive facilitation
 - Stakeholder alignment
 - Customer-centric transformation
 - Design and CX coaching
 - Business-IT alignment
 - Roadmap prioritisation
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METHODS

- Design Thinking / Double Diamond
 - Service blueprinting
 - Customer journey mapping
 - Qualitative user research
 - Usability testing
 - Value proposition design
 - MVP scoping and prioritisation
 - Lean UX / Agile / SAFe
 - Analytics-informed design
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TOOLS

- Figma / FigJam
- Miro / Mural
- Jira / Confluence / Notion
- Google Analytics / Matomo
- Qlik
- ChatGPT / Claude
- Tailwind CSS

Service Designer / CX | SPEOS - bpost group | 08/2024 - 12/2025

- Supported the transformation of fragmented document and communication services into a unified SaaS customer experience.
- Conducted 30+ stakeholder and user interviews across Business, Sales, Operations, Engineering and customer organisations.
- Built personas, customer journeys and service blueprints to identify pain points, dependencies and product opportunities.
- Translated research into a prioritised SaaS roadmap, aligning Business, Operations and Engineering around a shared target experience.
- Facilitated multidisciplinary workshops and supported MVP scoping across onboarding, file submission, monitoring, error management and support.
- Prioritised opportunities using qualitative research, customer feedback, business value and usage analytics.
- Coached designers, developers and project managers in UX, service design, design systems and Tailwind-based implementation.

Product & Experience Strategy | Homerun (Choeke / Bizzbro) | 10/2022 - Present

- Clarified value propositions, product positioning and customer segments for startup initiatives.
- Designed customer journeys and activation flows to improve onboarding and conversion.
- Redesigned digital experiences to improve usability, engagement and brand consistency.
- Supported founders in product strategy, business growth and customer-centric decision-making.

Service Designer & UX Lead | HMS Networks | 06/2021 - 10/2022

- Introduced user research, Design Thinking and service design practices within an engineering-led industrial IoT organisation.
- Led discovery across users, Product, Engineering, Sales and Customer Support.
- Aligned five departments around shared personas, customer journeys and product priorities.
- Defined a unified SaaS vision bringing three legacy software platforms into one coherent customer experience.
- Built and tested interactive Figma prototypes and a production-ready design system.
- The validated concept secured EUR 2M in funding for implementation.

UX Lead | DCY Dubai | 09/2020 - 09/2021

- Led customer experience transformation initiatives across Product, Engineering and Business teams.
- Facilitated workshops and defined roadmap recommendations balancing customer needs, business priorities and technical feasibility.
- Supported SaaS product transformation through service design, design systems and cross-functional collaboration.

Service Designer | Belfius | 01/2019 - 07/2019

- Conducted research with entrepreneurs, accountants and internal banking teams.
- Facilitated Design Thinking and co-creation workshops and produced personas, customer journeys and service blueprints.
- Built business cases and value-versus-effort models supporting executive go/no-go decisions.

EDUCATION

Bachelor in Digital Communication and Filmmaking

SAE Institute
Belgium, 1999 - 2002

CESS, economics

Collège St Vincent
Belgium, 1992 - 1997

ADDITIONAL TRAINING

Scrum Master Training

Nielsen Norman Group
UX Deliverables
Analytics & UX

SECTORS

- Banking and financial services
- Industrial IoT and SaaS
- Legal tech
- Postal and document services
- Startups and entrepreneurship

UX Lead | BNP Paribas Fortis | 12/2015 - 01/2018

- Redesigned digital banking journeys serving approximately 800,000 monthly active users.
- Conducted 40+ usability studies, including eye-tracking and behavioural analysis.
- Improved information architecture and self-service journeys to reduce customer effort.
- Collaborated with Product Owners, Business Analysts and developers to translate research into shipped digital products.

EARLIER CAREER – CREATIVE & DIGITAL LEADERSHIP | 2002-2015

Founder, Cezzam | Creative Director, Hi-Def | Creative Director, My Media Is Rich | Rich Media Expert, Digitas Belgium

Built the foundations of my current leadership approach through brand strategy, visual communication, digital production, client management and multidisciplinary team direction.