



[Link to my portfolio](#)

Kenza Benaouda

Product Designer | UX/UI Designer | E-commerce

Hi there! I'm a Product Designer with 5+ years of experience, passionate about crafting thoughtful mobile experiences and equally enthusiastic about designing for the web. I'm specialised in end-to-end product design, user research, and conversion rate optimisation (CRO).

About me



Location : London, UK



+447841679664



kenzabenaouda@hotmail.fr



[Kenza Benaouda](#)

Education

Master 2 - UX and innovation strategy

Sup de Pub - 2020-2022

Bachelor - Digital strategy

Sup de Pub 2017-2020

Hard skills



Figma



Confluence



Jira



Office suite



UserTesting



Adobe Suite



Design System

Design skills

UX and UI Design

Product Design

Mobile App

User Research

Design Thinking

Design System

Accessibility

Languages

Native : French, English, Algerian dialect

Intermediate : Spanish

Basic : Farsi, Polish

Work experience

App Product Designer - La Redoute (retailer)

London - January 2023 / Present

Product contribution :

- Led end-to-end design of mobile app user journeys including onboarding, homepage revamp, search revamp, cart revamp, menu, product page list, product page description and user profile revamp.
- Drove product decisions throughout discovery, ideation, validation, and delivery phases.
- Partnered with Product Managers and Engineering teams to translate business objectives into customer-focused solutions.
- Contributed to the long-term mobile product vision alongside Product Leadership.
- Facilitated collaborative workshops involving Product Managers, Designers, and senior stakeholders to identify innovation opportunities and future product directions.
- Applied data-driven design decisions using analytics and user insights.

Key results : +64.6% account creation completion rate, +30% CTR on homepage cards, +12% conversion rate on product page, -15% bounce rate on product page...

Design System

- Contributed to scaling a design system and improving UI consistency across the app.
- Supported the evolution of the design system and promoted consistency across mobile experiences under the guidance and the expertise of the Design System Manager
- Contributed to discussions around design tokens implementation and scalable design practices.
- Worked closely with developers to ensure high-quality implementation and design integrity.

Mentorship

- Mentored junior designers and interns, supporting skill development and project delivery.

Product Designer - Veepee (retailer)

Paris - September 2021 / November 2022

Brand Alert Revamp :

- Redesigned the Brand Alert feature, improving user engagement (+28%) and usability.
- Conducted UX audits, competitor analysis, and user research.
- Created wireframes, prototypes, and high-fidelity UI designs.
- Collaborated with Product Managers and developers to deliver features in Agile sprints.
- Defined and tracked KPIs and performance metrics with data teams.

Veepee Recycle :

Improved the UX of Veepee Recycle by auditing the MVP, refining user flows, and redesigning navigation for a smoother, more intuitive experience.

Digital performance analyst - Renault UK

London - January 2021 / August 2021

- Monitored and analyzed website performance, traffic, and conversion metrics.
- Created dashboards and reports to support data-driven decision making.
- Evaluated impact of marketing campaigns on lead generation and user acquisition.
- Identified optimisation opportunities based on data trends and performance analysis.