



Louhichi Marwan

Product designer: CX + UX + UI

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Positive and ambitious, I thrive outside my comfort zone.
Fueled by martial arts, fitness, digital product design, and family.
Contact me to learn more.

Education

Master's Degree

Strategic Communication

UCLouvain Saint-Louis

2017 - 2019

Bachelor's Degree

Multimedia Writing

ISFSC

2014 - 2017

Recent training

Accessibility - Interaction Design Foundation

Jan 2025

How to design for all

Prompt Engineering – LinkedIn Learning

Sep 2023

How to talk to AI

Experience

Proximus | Business & Service Designer

Sep 2024 - Present

Super aggregator TV project: Revamp of the TV product with the goal of reducing TV churn by switching to a new TV value model.

- Customer lifecycle & journey mapping
- Strategic value propositions
- Design Thinking workshops
- Concepts & prototypes
- User research: quantitative and qualitative
- Leading the initiative cross-department including all stakeholders : POs, chapter & tribe leads, UX /UI designers...

Proximus | CX/UX/UI Designer

Jul 2020 - Sep 2024

Service Designer: Evaluated the value of a TV AI bot feature with a multidisciplinary squad.

UX and UI lead for the TV applications (iOS, Android, tvOS): Revamped the applications Improving the user experience and making them WCAG AAA accessibility compliant.

HighCo Data | UX/UI Designer

Jul 2019 - Dec 2019

Joined a new department as a UX/UI expert: I developed new complex couponing websites by creating interactive concepts and prototypes.

Digipolitans | UX/UI Designer

Jan 2019 - Mar 2019

Assisted every project as a UX/UI consultant: Data Alliance, Proximus, RSC Anderlecht...

Thalys | UX/UI Designer - Freelance

Jun 2018 - Feb 2019

Revamp of a responsive booking system. I mainly worked on concepts, interaction design and information architecture.

Design Skills

Design Thinking
Value Proposition
User Research
Insight Modeling
Journey Mapping
Collaborative Ideation
Prototyping
Usability Testing
Interaction Design
Accessibility
Design System
Ethical Design

Tools

Figma / Adobe XD / ARIS
WordPress / Odoo / Shopify
Adobe Analytics
Contentsquare / Hotjar
ChatGPT / Copilot / Claude

Languages

English - Professional (C1)
French - Native
Dutch - Good
Arabic - Good