

Ben Jansen

Senior Product Designer · Independent consultant

Ben is an independent product designer, helping organisations make better products, based in Leuven, Belgium.

Profile

For over 15 years I've worked on digital products, first in agencies, including TBWA, In The Pocket and Idean, later part of frog, and now directly with the organisations behind them.

Working across retail, energy, banking and life sciences taught me to understand unfamiliar products quickly, and showed me how different companies approach product design, and what works.

Today I help teams find the right direction and make it work in detail, from early product decisions through to implementation.

Work experience

Independent

Product design consultant

2022 – Present

Working directly with organisations on complex applications and design systems, often as part of their own product teams.

In The Pocket

Senior Product Designer

2020 – 2022

Product design for clients in retail, energy, consumer electronics and life sciences, from new product concepts to applications with complex workflows.

Idean, later frog, part of Capgemini

Senior UX Consultant

2018 – 2020

Research and concept work for established organisations, from observing agents in Coca-Cola's contact centres to prototyping and testing a self-service kiosk for VDAB.

Earlier

ONS, Digital Strategist & Designer, 2011 – 2018

TBWA, Digital Designer, 2009 – 2011: campaigns for Nissan, Sony and Delhaize

Contact

ben@benjansen.be

+32 494 63 50 98

benjansen.be

linkedin.com/in/benjansen86

Education

LUCA School of Arts

Master of Arts, 2005 – 2009

Genk Academy of Visual Arts & Media

Visual arts, 2001 – 2005

Skills

Product design

UX design

UI design

Interaction design

UX strategy

Service design

Design systems

User research

Usability testing

Customer journey mapping

Information architecture

Wireframing

Prototyping

AI-assisted design

Workshop facilitation

Stakeholder management

Design thinking

Agile

Scrum

B2B & SaaS

Enterprise software

Mobile apps

Figma

Languages

Dutch (native), English (fluent)

Selected clients

Colruyt, Atlas Copco, Evonik, Capgemini, Toyota, Coca-Cola, BNP Paribas, Nissan, Lufthansa, Keytrade Bank, Sony, Eneco, Smeg, LAB Motion, TP Vision