



Oussama Belabed
Product Designer · UX/UI
Paris, France

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Experience

Project Digital Testing & Coordination Engineer, McDonald's France

September 2025 — Present | Guyancourt, Île-de-France

Management of functional testing and technical coordination across all restaurants in France, prior to each deployment.

- Conducts **functional testing across a network of 1,700 restaurants** (POS, kiosks, KVS, network): test plans, anomaly qualification, reporting, and coordination between IT, business, and marketing until Go/No-Go decisions before deployment.

Founder & Product Designer, SET IT Agency

November 2024 — July 2025 | Paris, Île-de-France

Led the product design of the agency, from strategic framing to delivery, for clients with very different business challenges.

- Created the screens for **Repline**, an AI customer support tool for Shopify merchants: personalized and contextual responses at scale.
- Designed, delivered, and iterated on **Note Me**, a B2B mobile application in production, with a second version built on real usage feedback, completing a co-construction loop with end users.
- Developed **Haya** and its brand identity from scratch: an online booking application for fitness studios (managing classes, clients, and payments).
- Managed the product end-to-end: user research, framing, design, iteration, client relations.

Freelance Product Designer, AMME

July 2024 — February 2025 | Paris, Île-de-France & Lille, Haut-de-France

Designed and framed a home care coordination platform, connecting patients, nurses, and pharmacies around a unified pathway.

- Framed **a product that reconciles the needs of 3 user profiles** (patient, nurse, pharmacy) across 4 interfaces, in a regulated environment (GDPR / HDS).
- Advocated for a strategic pivot from an interdependent ecosystem to an autonomous product, based on analysis of adoption risks, geographical and regulatory factors.
- Wrote 48 functional specifications: user stories, acceptance criteria, edge cases.

Product Designer, Innovorder

September 2021 — January 2025 | Paris, Île-de-France

Designed and evolved digital products within a multi-tool ecosystem for the restaurant industry, from point of sale to catalog management.

- Click & Serve, web app for ordering in food courts (40+ restaurants, 1,000 orders/day): **+10% average basket size, -30% processing time**. Framed from a field discovery across 3 sites.
- Unified Catalog, redesign of a multi-site management tool for franchises: **€92,000/year savings, -40% management time**. Prioritized based on business impact criteria.
- Established a design system and designed a multi-product ecosystem (POS, mobile, back-office, KVS), in collaboration with developers.

Education

Master's in UX Design/Research & Project Management, ECV Paris

Paris, Île-de-France | September 2021 — January 2023

Training focused on digital product design and project management: functional framing, needs structuring, collaboration with product and technical teams, using UX as a decision-making lever.

Bootcamp Product Designer, The Design Crew

Paris, Île-de-France | March 2021 — April 2021

Applied the complete design process on 3 projects in pairs: user research (interviews, personas, user journeys), ideation workshops, UI prototyping on Figma, user testing and iteration, in collaboration with product teams.

Bachelor's in Economics and Management, specializing in Economic and Social Sciences, UGA

Grenoble, Isère | September 2017 — June 2020

Analysis of economic and social behaviors, market mechanisms, and decision dynamics.

Skills

Product design 0-1 · Customer journey mapping · Conversion-focused design · User research & field discovery · Product framing & trade-offs · Information architecture · Design systems · User testing · Multi-user interface design · Prototyping & data-driven iteration

Certifications

Google

Google Analytics Individual Qualification, 2022

Koena

Integrating the needs of people with disabilities into digital content production, 2023

Opquast

Mastering Quality in Web Projects, 2023

GreenIT

Eco-design of digital services, 2023