

Raphaël Katz

Service & Product Designer

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Expertise

Service framing & strategy
Problem, stakeholders, journeys and priorities.

Service mapping
Journeys, stakeholder interactions and business processes.

Research
Interviews, quantitative studies and testing.

Facilitation
Co-creation and business / product alignment.

Design
Journeys, interfaces and service prototypes.

Delivery & measurement
Specifications, implementation follow-up, measurement and iteration.

Design systems & AI
Component systems and bringing AI into the design process.

Education
Strate · Master in Service Design
2013–2018

TU Delft · Exchange
Design for Interaction
2016–2017

Tools
Figma · FigJam · Maze
Make · Claude Code

Languages
French (native)
English C1 · TOEIC 945

Interests
Improv theatre · 2 years
Boxing

Experience

Dec 2023 – present

RYDGE Conseil

Product Designer · Accounting and advisory (formerly KPMG) · Client services and business tools for 4,000 advisors and 100,000 small businesses.

Offer activation: redesigned the activation journey, cutting lead time from about **2–3 weeks to 2 days**.

Roadmap: designed a tool that centralises follow-up previously scattered across Excel, Teams and email, to coordinate up to 5 areas of expertise per case. From framing to specifications; development in progress.

Advisor portfolio: moved from case-by-case processing to bulk actions on more than 1,000 cases per hub.

Research & co-creation: 30+ interviews, quantitative studies (~100 respondents each) and around ten workshops.

Jan 2021 – Dec 2022

Groupe SeLoger

Product Designer · Private rentals · Team of 2 PMs and 4 to 6 developers.

Listing creation: redesigned the journey and copy, ran tests and followed implementation. Contributed to a rise in completion rate of **10–15% on desktop** and **30% on mobile**.

Rental file & landlord workspace: simplified the rental file and centralised application management, previously scattered across hundreds of emails on the landlord side.

Fraud prevention: designed an identity check, balancing service security against the effort asked of landlords.

Jun 2018 – Jan 2021

Carrefour Innovation

Service Designer · Research on the future of consumption, supporting other entities across the group. Team of 4 designers.

Autonomous store: co-designed the service, interfaces and checkout, from prototype to pilot to rollout. Tested with dozens of users every week.

Next-generation click & collect: 3 concepts combining grocery pick-up, fresh produce and concierge services; tested with ~20 users to choose which ideas to pursue.

Responsible consumption: tested a prototype, from receipt to app, showing the nutritional and environmental impact of the basket, product origin and alternatives.