

Mathias Van der Brempt.

Senior Service & Product Designer

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Service and product designer with 10+ years of experience researching user needs and mapping customer and employee journeys. I facilitate service design and customer journey workshops, helping teams clarify problems, define requirements and prioritise improvements. My work spans banking, fintech, industrial workflows and AI. I combine this research and facilitation practice with hands-on design and experience leading design and engineering teams, so the findings carry through into the services people use.

Focus

Research, personas & user needs
Customer journey workshops
Service design workshops
Requirements & prioritisation
Research through delivery

Workshop facilitation

Service design & customer journeys
Startups and enterprise teams

Facilitated workshops using research, personas and scenarios to clarify needs and prioritise improvements.

Education

Applied AI and data science
Massachusetts Institute of Technology / 2026
MIT Professional Education Post-Graduate Program in machine learning, AI-driven decision-making, and data science.

Mobile & multi-channel UX
Nielsen Norman Group / 2017
NN/g UX certification in mobile and multichannel UX, including service design and customer journey mapping.

Web design & front end development
Syntra College / 2015
Web Designer. Front-end development (HTML, CSS, JavaScript, semantic markup, cross-browser)

Languages

EN
DE
FR
NL

Work experience

JUA.AI · Lead Product Designer, contract · Zürich · Feb 2026 – May 2026

Analysed 13 research entries across traders and meteorologists to understand forecast investigation, model comparison and decision-making needs. Used the findings to define Athena's conversational workflows and persistent analysis journeys, keeping source data, assumptions and model limits visible for human review. Turned findings into prototypes and implementation-ready concepts, guiding four engineers through weekly delivery cycles. The 4-week quick-win redesign improved perceived UX from 3/10 to 6/10.

21SHARES · Lead Product Designer · Zürich · Nov 2023 – Jan 2026

Interviewed Investment Specialists and Capital Markets Specialists and mapped user journeys for the Onyx ETF order-management redesign. For BlockSensai, led discovery interviews across five institutional roles, concept workshops and iterative usability sessions with the Product Owner. Synthesised findings into pains, gains and jobs-to-be-done to define requirements and prioritise improvements with product, data science and engineering. Managed two frontend engineers within a 12-person team. The ETF redesign and component library reduced task time by ~50%, user errors by ~67%, and increased frontend delivery speed by ~300%.

SIEMENS · Senior Product Designer · Zug · Apr 2023 – Oct 2023

Organised and led service design and design thinking workshops with the UX Research Lead to define user problems and priorities. Combined interviews, field observations and usability testing to map technician workflows in Siemens' Desigo/Building X ecosystem, translating findings into user flows, prototypes and implementation requirements.

BITCOIN SUISSE · Senior User Interface Designer · Zug · May 2021 – Mar 2023

Mapped private and corporate client journeys using relationship-manager feedback, interviews, analytics and a survey of 200+ colleagues. Facilitated interactive service design and prioritisation workshops with Front Office and Digital Channels stakeholders to translate user flows into requirements. Research findability improved by 80%+, task success rose from ~50% to ~90%, portfolio UX ratings increased from about 3.36 to 4.50, and weekly active usage rose by about 175%.

CREDIT SUISSE · Design Lead (interim) · Zürich · Aug 2020 – Jan 2021

Led six designers and coordinated UX testing for International Wealth Management. Brought design, business, PM and engineering into shared reviews of requirements and implementation gaps. Improved QA and delivery processes, saving over CHF 100k within 12 weeks.

CREDIT SUISSE · Senior Product Designer · Zürich · Jan 2020 – Aug 2020

Facilitated journey-mapping and requirements workshops with business analysts and process experts, drawing on client interviews to map client and relationship-manager journeys and clarify requirements. Built payment, portfolio, hedging and leveraging prototypes for testing with the internal research team and 20+ participants globally. Refined flows and secured stakeholder sign-off.

Earlier experience.

Banking, digital products and consulting, 2015–2019.

Apr 2019 – Nov 2019

Zürich, Switzerland

BlockFactory AG

UX/UI Designer

- Designed the first version of Certifaction for blockchain-based document verification.
- Conceptualised and prototyped a tokenisation proof of concept for Certifaction.
- Designed the first version of CreditTrust, a Swiss digital creditworthiness certificate.

Jul 2017 – Feb 2019

Leuven, Belgium

KBC Bank & Verzekering

UX Expert

- Helped redesign appointment booking across mobile, tablet and web so customers could compare branch and online availability in one flow.
- Used four days of customer testing to refine time selection and booking options.

Sep 2016 – Mar 2017

Antwerp, Belgium

Hybrid

User Experience Designer

Sep 2015 – Sep 2016

Brussels, Belgium

PYCOGroup

UX/UI Consultant

Client assignments included Ecole Hôtelière de Lausanne, Digitas LBI and Renault Benelux.

Independent work alongside employment

Jan 2016 – Sep 2018

Antwerp, Belgium

3D Project One

Founder · Self-employed