

⚙️ WHY SHOULD YOU HIRE KENNETH PROVEN

ARIAD

Summary:

Kenneth Proven is a Behavior & UX Designer with over 5 years of experience conducting user research and service design across regulated, high-stakes sectors. He has worked directly for banking clients (Crelan, MeDirect), insurance (AXA), and large Belgian institutions (Sibelga, Liantis), giving him rare first-hand familiarity with the compliance, stakeholder complexity, and user trust challenges that define financial services digital products.

His research practice is grounded in behavioral design principles: he starts every engagement with stakeholder alignment to map business needs, then applies a structured mix of qualitative and quantitative methods, user interviews, usability testing, top task analysis, and analytics tools such as Hotjar, ContentSquare, Google Analytics, and Matomo. He translates research findings into actionable wireframes (Figma, low-to-mid fidelity) and clear recommendations that stakeholders at all levels can act on.

Kenneth is particularly strong at communicating design decisions to non-design stakeholders and keeping projects anchored to business objectives. He is currently expanding his capability into **Agentic AI & Conversational Design** — directly relevant as banks and insurers accelerate AI-driven customer journeys. Key highlights include:

- **18 months as embedded UX Researcher at AXA Belgium** — full-cycle research and service design across digital insurance products
- WCAG 2.2 accessibility audit for Crelan's mobile banking app — documented in JIRA/Confluence, delivering AA compliance foundation
- **Webby Award Honoree** (top 20% of global submissions) for Club Brugge webshop redesign — driven by user interview insights and Figma wireframes

Most relevant project

During his 18-month mission at AXA Belgium, Kenneth acted as a full-time embedded UX Researcher and Service Designer across multiple digital product squads. His work covered the complete research cycle: stakeholder workshops to define business needs, qualitative user interviews, usability testing, wireframing in Figma, and presentation of findings to product owners and senior stakeholders. Operating within a large, regulated insurance environment, Kenneth developed a sharp understanding of how to navigate compliance requirements, NDA constraints, and multi-layered approval processes — while keeping the end user's reality at the centre of every recommendation. This mission is directly transferable to any Belgian bank or insurer looking to improve their digital customer experience: Kenneth already speaks the language, knows the constraints, and has delivered research outcomes in exactly this environment.

Areas of expertise

- UX Research & Behavioral Design
- Service Design
- Accessibility (WCAG 2.2 Audit)
- Usability Testing & User Interviews
- Quantitative Research & CRO
- Wireframing (Low-to-mid fidelity)
- Stakeholder Management
- Agentic AI & Conversational Design (in training)
- Top Task Analysis & Journey Mapping

Toolbox: Figma, Miro, FigJam, Hotjar, ContentSquare, Google Analytics, Matomo, JIRA, Confluence, InDesign, Photoshop, Illustrator, MS Office.

Languages

Dutch: **Native** | English: **Full Professional** | French: **Limited Working**

Soft skills

- **Empathy-driven researcher:** Approaches every project by first understanding the real human situation behind the brief — moving from assumption to evidence before any design decision is made.
- **Stakeholder communicator:** Skilled at translating complex research findings into clear, actionable recommendations for both technical and business audiences — keeping projects aligned with organisational goals at all times.