

CONTACT

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PORTFOLIO

radja.design

TOOLS

Claude Code · Figma · Lovable ·
Stitch · Papers — & anything new
worth testing

Amplitude · PostHog · SQL

LANGUAGES

French — native

English — fluent

ON THE SIDE



UX Research Teacher @ Noé
2024–present



**Writing about product on
Medium**
2023–present



**AI design flow talk at Le
Laptop**
2025

WHEN I UNPLUG

Swim · bike · run, triathlete (the S-
distance kind, for now)

Illustration and posters

Radja Kahoul

Senior Product Designer · Paris, France

Product designer with a PM & business background, specialized in complex SaaS and data-heavy products. I frame problems with data, design the answer, and can ship it to production with some dev PR support.

EXPERIENCE



Relex (ex-Ida) — Founding Designer

March – May 2026 · 3 months

- Set the design foundations, core flows, components, first design-system bricks, for a modular apps & add-ons platform (before acquisition).
- Built design-system components the AI-powered way, Claude Code to audit, Figma to refine, GitHub to ship, pushing PRs directly.
- Built AI agents for recurring design work, UX writing, data-event definitions, design-system contributions.



Malt — Senior Product Designer

Jan – May 2026 · 5 months

- Led the design vision for a new enterprise value proposition across a tribe: user research, service blueprint, target flows, alignment with C-level. Shaped the semester vision and unlocked pipeline on new leads.
- Owned account structure & rights management.



Malt — Product Designer

Nov 2022 – Feb 2026 · 3 years 4 months

- Worked across 7 squads on 7 business challenges, Growth, freelancer matching & ML, payment, billing, account structure.
- Redesigned sign-up & profile data capture feeding the matching algorithm: +5 points profile completion and increased matching quality.
- Reworked the payment & billing experience for clarity at scale: reduced payment-related tickets by a quarter.
- Shipped the first premium paywall & pricing tiers: increased margins by 3 points.



Polycea (ex-Polyconseil) — Product Manager Jr.

Sept 2021 – Sept 2022 · 1 year

- Urban-mobility data manager for major cities (London, LA, NYC, Lyon).
- Shipped an NFT platform end-to-end.



Haigo — PMO & User Research Assistant

Jan – July 2021 · 7 months

- User research and change-management project for RATP (Paris subway).
- Built an automated budgeting process in Excel macros, under COO supervision.

EDUCATION



HEC Paris

Master in Management — Grande École · 2018–2022



École Polytechnique

Master PIC — R&D Management · 2021–2022



Prépa Lycée Hoche — Versailles

Classes Préparatoires aux Grandes Écoles (CPGE) · 2015–2018