Besma Lola Khalfa

Lead Product Designer

0→1 products, B2B, consumer mobile, design systems, AI-driven features, RTL and multilingual interfaces

Marseille, France. Open to remote (Europe, MENA) or hybrid.

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Portfolio: besma.win

Profile

Lead Product Designer with ten years across consumer mobile and B2B products. I lead discovery, shape product decisions, design the experience and work with engineering through delivery. Managed a team of six designers at Yassir; sole designer and head of product at Mektoube, reporting to the CEO. Experience with multilingual and RTL interfaces and with features built on recommendation and detection models.

Experience

Head of Product & Lead Product Designer, Mektoube

2023–2026. Dating app, mobile and web

Owned discovery, behavioural analysis, journeys, interfaces, prototypes, specifications and iteration with engineering and QA. Worked directly with the CEO on product priorities. Designed features built on recommendation and face-detection models.

Founding Product Design Manager, Yassir

2022–2023. Mobility and B2B, team of six designers

Led B2B MVP discovery and design, payment and operational flows, and a six-person design team. Contributed to the SEFAR design system: iconography guidelines, shared foundations, cross-squad reviews.

Senior UX/UI Designer, Somfy

2020–2022. Connected home, mobile and web

Designed installation guidance, recovery states, prototypes and detailed interfaces, with the technical teams through delivery.

Senior UX/UI Designer, Independent

2015–now. Services, e-commerce, culture

UX audits, discovery, web and mobile journeys, prototypes and user testing for clients in services, commerce and culture.

Selected outcomes

Mektoube: +34% post-onboarding retention and +12% invitation-to-conversation conversion, across several product initiatives.

Skills

Product strategy, product discovery, user interviews, usability testing, behavioural analysis, funnel analysis, A/B testing, information architecture, user flows, interaction design, UX/UI design, prototyping, design systems, design tokens, LTR and RTL interfaces, UX writing, AI product design, engineering handoff, design QA, team leadership

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Tools

Figma, FigJam, Dovetail, Hotjar, Looker Studio, Jira, Confluence, Notion, Claude, ChatGPT, Midjourney, Runway

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Education

Master's degree, Web design and strategy, Badji Mokhtar University, Algeria

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Languages

French and Arabic: native. English: professional.