Benjamin Trigalou

https://btrig.com benjamin.trig@gmail.com +44 (0) 7427 034386

Head of Design | Product & UX Leader

Design leader with 15+ years building high-impact, consumer mobile products at global scale. I build and mentor high-performing design teams, align design with business outcomes, and ship lovable experiences, across social, mobility, and edtech, balancing craft, speed, and measurable impact.

WORK EXPERIENCES

Revyze

Founding Designer • *Sep 2024 - July 2026*
Paris, France (Remote from London, UK)

Edtech startup reinventing school revision via micro-learning. N1 French App Store in Education

As the founding designer, operated as the sole design function (product, visual, UX writing) in the company, instilling experimentation and high standards.

Architected mobile-first gamification loops (Progression, Streaks, XP, weekly events, etc.) that increased M1 retention by 15% and boosted avg session length by 60%.

Led end-to-end design for core monetization flows, including subscriptions and micro-transactions, lifting free-to-paid conversion by 3% and trial-to-paid by 40% in the first quarter.

Partnered with founders on product strategy and international expansion milestones.

Yubo

Head of Product Design • *Sep 2020 - June 2024*
Paris, France (Remote from London, UK)

Social live-streaming platform for Gen Z, 60M+ users worldwide.

Led a multi-disciplinary team (design, research, content) and set a cohesive product design strategy.

Standardized design processes and scaled DesignOps across iOS/Android, accelerating feature delivery to a 2-week sprint average without compromising product quality.

Directed the design of premium and micro transaction features, directly contributing to a 130% increase in MRR, driving the company to profitability/profit break-even.

Tight collaboration with execs and PM/Eng on roadmap, KPIs, and experimentation.

Google (Waze)

Head of Product Design • *Aug 2018 - Aug 2020*
Senior Product Designer • *Sep 2013 - Aug 2018*
Tel Aviv, Israel

World's largest community-based navigation app (140M+ MAU).

Owned product design across Driver App, Carpool, Ads, and in-car integrations.

Built, managed, and cross-functionally embedded a 10+ person design team across 10 distinct product squads, directly increasing design shipping velocity and cross-platform UX consistency.

Established a unified design language and raised UX consistency across platforms.

mantis. (NGSoft)

Web Designer • *Sep 2011 - Aug 2013*
Tel Aviv, Israel

Designed and developed intricate information architectures and user interfaces for high-profile clients such as Amdocs, James Richardson, Microsoft, Tel Aviv Student Union.

Created comprehensive branding solutions, ensuring client satisfaction and brand coherence.

EDUCATION

Bezalel Academy of Art & Design

B.Des of Visual Communication • *Oct 2007 - Jul 2011*
Jerusalem, Israel

FREELANCE

Design Partner & Consultant

Freelance • *July 2024 - Today*

Design and product consulting for startups and scaleups.

Design audits and roadmap prioritization; set up lightweight design ops and velocity-friendly processes.

Rapid prototyping to validate value props and growth loops.

Gamification, onboarding, and monetization experiments; analytics instrumentation and KPI frameworks.

AI-assisted content and tooling (prompt systems, creative pipelines) to accelerate production.

SIDE PROJECTS

Disco Dungeon

Sole Artist • *Mar 2020 - Today*

Owning end-to-end visual DNA (characters, environments, UI/UX, VFX) and bridging design with engineering through direct integration and optimization in Godot.

Bezalel Academy

Co-lecturer • *Oct 2013 - Jul 2014*
Jerusalem, Israel

Co-led the "Design of Playful Environments" studio course, delivering lectures on video game design and gamification principles.

Provided design feedback and mentorship to students, contributing to curriculum development.

SKILLS

Product Design
Product Strategy
Design Systems & Ops
Brand & Art Direction
Interaction & Motion Design
Prototyping & Coding
Game & Gamification Design
Mentoring & Design Leadership

LANGUAGES

French (Native)
English (Fluent)
Hebrew (Fluent)