BEN HABIB
SENIOR PRODUCT DESIGNER

He/Him
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Senior product designer with 6+ years of experience spanning product strategy and hands-on design, emphasizing craft and precision with particular expertise in design systems and interaction design.

EXPERIENCE

Gev Design
Senior Product Designer
Jan 2026 – Present
Agency

Fullscript
Designed **diagnostic ordering workflows** across complex state-specific eligibility and regulation, plus **migration and onboarding experiences** to help existing lab customers transition into the broader Fullscript platform with clearer orientation and reduced friction.

Hudson Labs
Shaped product strategy and **re-architected the end-to-end product experience** to expand Hudson Labs from single-company research into market-wide intelligence. Transformed Co-Analyst from a page-specific feature into a **persistent, context-aware AI layer** that preserved research context across workflows and supported future product growth. Designed Market Intelligence, a screening experience that helped investment professionals move from broad signals to company-level evidence.

GreenShield
Senior Product Designer
Design Systems Lead
Nov 2020 – Jan 2026
Originally Inkblot; acquired in 2022

Led the creation and rollout of GreenShield's **unified design system** across web and mobile, establishing the foundation for an integrated healthcare Super App. Built the token architecture, Figma component libraries, documentation, and implementation guidance for theming and white-label experiences. Developed an AI-assisted theming tool that **reduced end-to-end theme creation time by 84.2%**. Beyond the design system, designed member- and enterprise-facing experiences across Therapy, Wellbeing, Client Portal, and the GreenShield Super App, contributing to a **288% increase in conversion rate** on the new GS+ mobile app.

Hapbee
Lead Product Designer
Apr 2024 – May 2025
Freelance, concurrent

Led the **end-to-end redesign of Hapbee's mobile app**, restructuring discovery around user goals while improving onboarding, device management, session feedback, and the visual system. Across subsequent monthly cohorts, first-30-day **support contacts fell from 18% to 10%** and second-month **retention increased from 24% to 32%**.

Push AI
Lead Product Designer
Jan 2023 – Jan 2024
Freelance, concurrent

Led product design from the ground up for an AI-powered business intelligence platform that transformed structured and unstructured data into trusted, contextual insights. Designed approachable workflows for connecting data and knowledge sources, modelling business logic through metrics and dimensions, creating reports, and exploring insights through AI chat, **enabling non-data professionals** to answer complex business questions without specialized analytics expertise.

EDUCATION

BrainStation
Diploma in User Experience Design | 2020

Carleton University
Bachelor of Economics | 2018
Prior studies in Honours Computer Science

SKILLS

Design & Prototyping
Figma, ProtoPie, Play, Adobe XD, Sketch, FigJam, Miro, Mural, Claude Code, Webflow, Framer, LottieLab

Technical & Workflow
Python, HTML/CSS, SQL, Git, Jira, Linear, Token Studio, Supernova, Storybook