

Digital Products, Innovation, Experience

Strategy, Architecture and Operations

Raphael Thys



Raphael's purpose

Impact and simplicity are in my DNA

"Create impact
by sharing knowledge"



Portfolio

Portfolio

Digital Products

Digital Products

Driving Large & Complex Projects

25 Years Into Digital Products

From the early web to the multi platform late explosion with IA based features. During my career, I worked on numerous **digital products of different sizes**, for different users' scenarios, in different sectors.

The chance was given to **learn from** some of **the creators** of the UX industry (Don Norman, Jakob Nielsen, as well as to **collaborate with some of the best** references in the industry (Gerry Mc Govern, Vitaly Friedman...).

From vision and strategy to implementation follow up and industrialisation of operations, my career in the field allow me to bring you a strong **360° view on how to build and optimise a digital product**.

MyProximus

MyVOO

BNP Banking app

My Mobistar

My Carrefour

My IRISnet *Full use case*

SPW apps *Highlight*

European Parliament website *Highlight*

Lola Liza e-commerce

Idloom event management SaaS

Digital Products

Full use case

My IRISnet

From 0 To Flagship Product in 3 Years

Digital Products Full use case

My IRISnet : From 0 To Flagship Product in 3 Years

Challenge

IRISnet was facing a challenge slowing down its growth : a balkanised IT eco system with numerous back-ends, and complex semi manual processes. Customers and employees had to access multiple tools and interfaces to be able to complete tasks creating an error prone environment and some discontinuity.

Solution

A api layer and a Web Prog app. We selected a modern web stack (react, graphql, ...) as well as an approach based on the industrialisation of maintenance optimisation.

Later we started developing a second app based on the same stack and patterns for internal users. Both users having different needs and profiles, a dedicated app with specific flows have been developed.

Digital Products Full use case

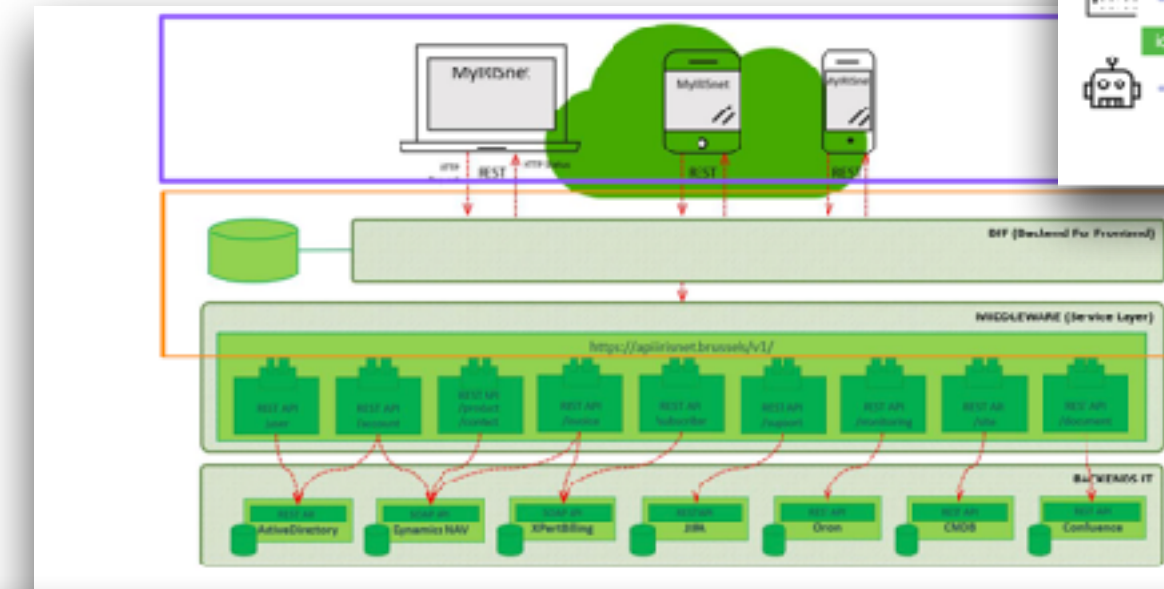
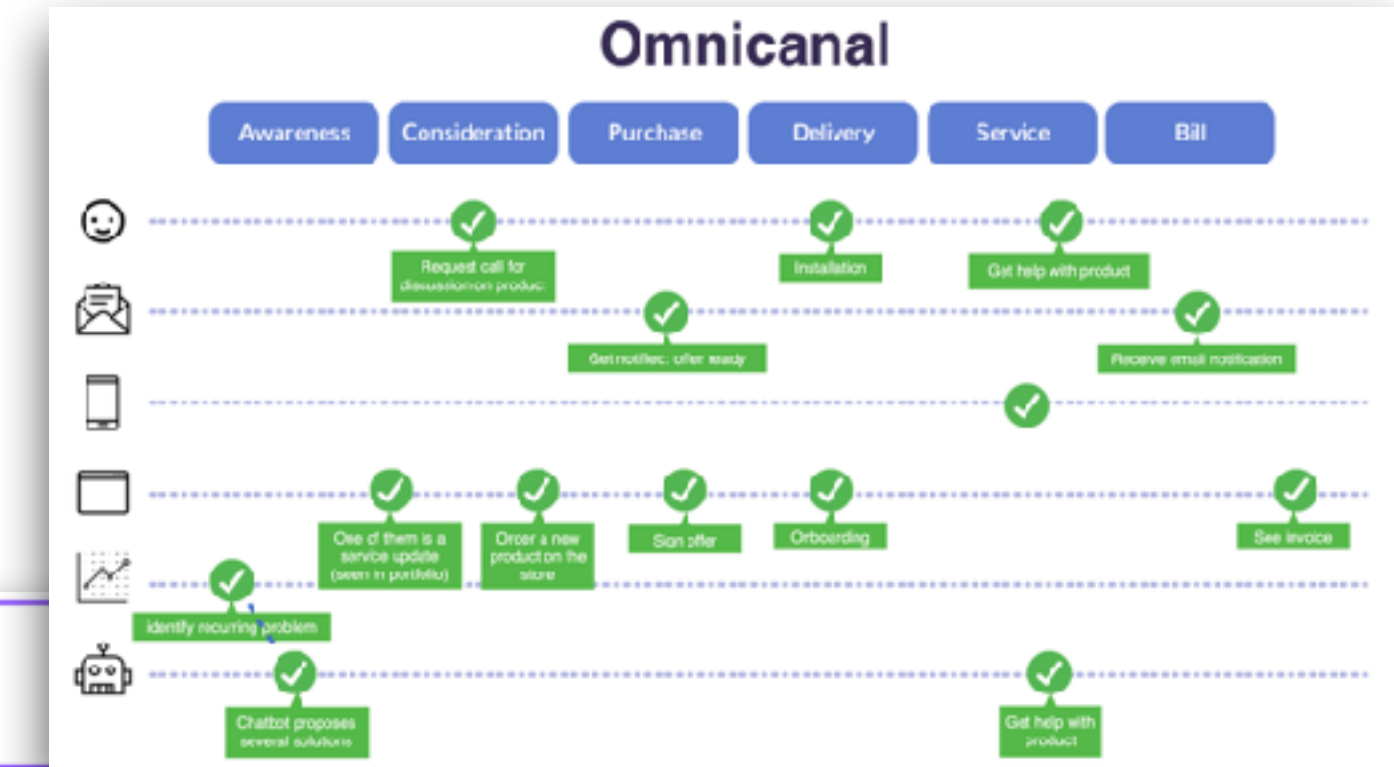
My IRISnet : From 0 To Flagship Product in 3 Years

Internal vision and alignment

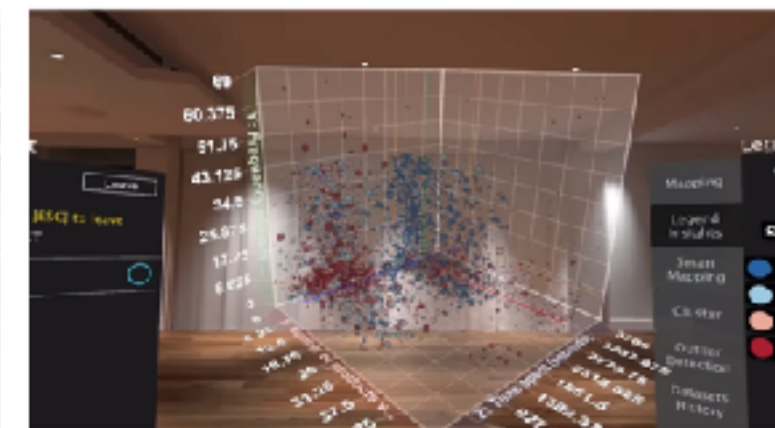
First we needed to convince management and shareholders' board that this was the right move in their digital transformation.

Once the idea was sold, we needed to recruit a team (agencies, freelancers mostly as the internal team had no real experience with digital product creation and process digitisation.

To achieve that we created a vision showing that it would unlock a best in class architecture that would be the corner stone of a user centric omnichannel approach and offering low entry bar to other future innovation like XR, IoT and AI powered features.



IoT connection has been tested and is iteratively improved to create a real platform and the eco system around it.



React is Augmented Reality ready and R&D is performed as we speak applications.



Middleware orchestration layer is integrating

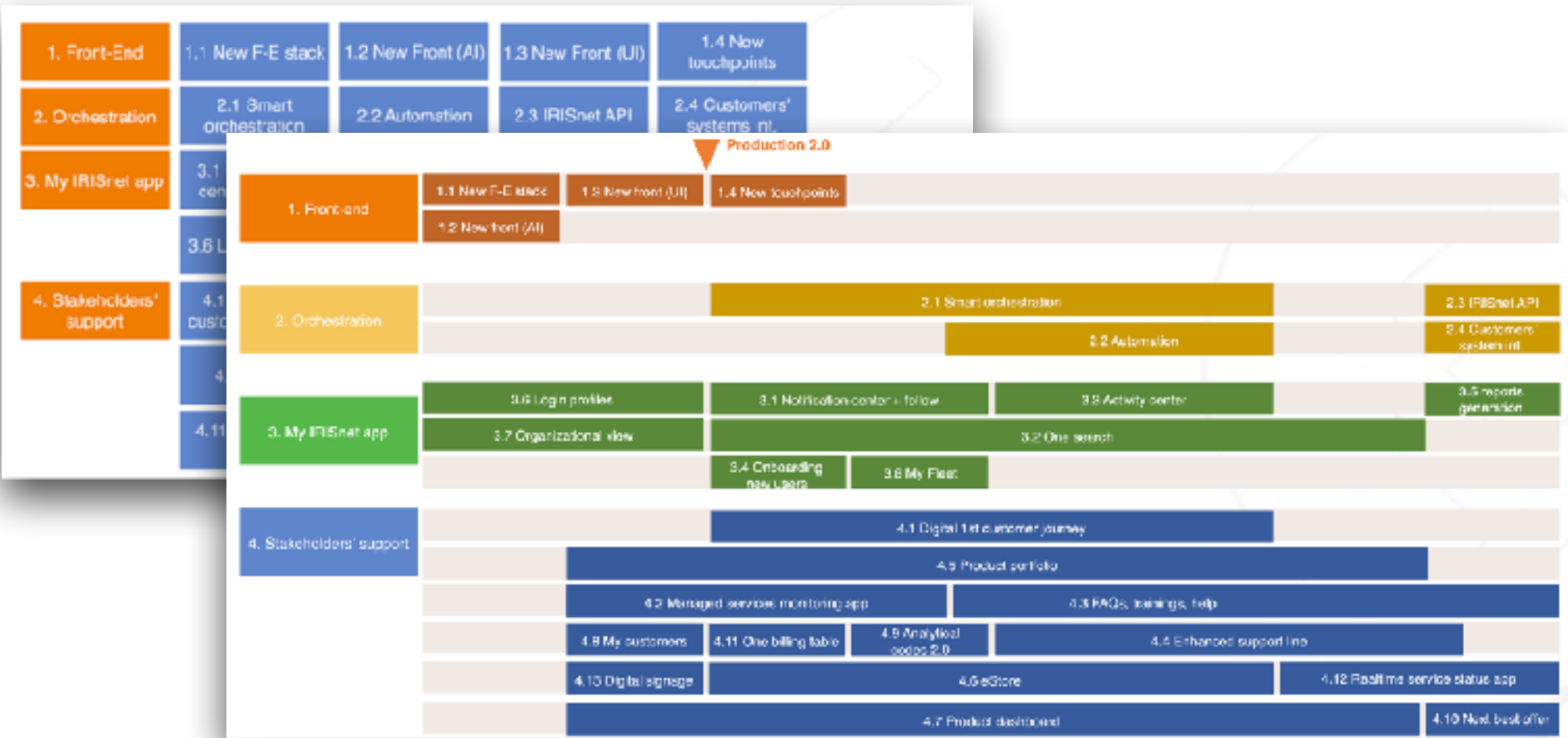


Digital Products *Full use case (cont'd)*

My IRISnet : From 0 To Flagship Product in 3 Years

Project lead and roadmap

- Collection of updated strategies,
- Users’ feedback and stakeholders’ needs,
- Grouping and rationalisation of the request,
- Creation of a prioritisation matrix,
- High level estimation of the effort needed,
- Creation of the roadmap,
- Presentation/validation.



Digital Products *Full use case (cont'd)*

My IRISnet : From 0 To Flagship Product in 3 Years

From Conception to development

- BREQs
- Functional analysis
- Wireframing
- Interaction design
- Kanban management
- Q&A
- Steering Committees
- Board Committees



Raphael Thys' portfolio

Digital Products *Full use case (cont'd)*

My IRISnet : From 0 To Flagship Product in 3 Years

Testimonial



“The launch of the myIRISnet customer selfcare tool **was of a quality and efficiency rarely encountered for such complex projects.**

This success demonstrated that working with a small team of experts actually provided a high guarantee of results and budget control.

This was made possible through greater agility, particularly a better ability to pivot by iteration, and an easier way to include clients in the process to secure user adoption.”

— Yves Haas, Head of Product management @ IRISnet

Digital Products *Full use case (cont'd)*

My IRISnet : From 0 To Flagship Product in 3 Years

Results

- 50%+ customers onboarded 1 year
- NPS up by +40%.
- New organisation decided to make MyIRISnet the main touchpoint for their experience centric strategy.

Digital Products

Highlight

European Parliament DesignOps
Aligning Operations In Delivery Phase

Digital Products

DesignOps

Process and concept definition, documentation, alignment, ensure that concepts, definitions, roles and responsibilities are clear and everyone has the same understanding.

A common challenge that eventually emerges in most design system is that design and development efforts are often out of sync, causing friction as design or code are produced without going through the design system step along the way. That was prevented by these DesignOps set up.

When to create a changelog?

Every time a change is pushed to the EP.DS Git repository, a commit needs to be created, and this commit should be included in the changelog.

Types of Changes

- **Added:** New features.
- **Changed:** Changes in existing functionality.
- **Deprecated:** Soon-to-be removed features.
- **Removed:** Now removed features.
- **Fixed:** Bug fixes.
- **Security:** Vulnerabilities.
- **Other:** Sustainability gains, accessibility updates, data usage changes (e.g., GDPR).

Changelog naming convention

To keep it simple, we use two elements in the naming convention: the year and the iteration number (incremental progression).

Examples of commit names:

- 2023.15
- 2024.1
- 2024.2
- 2025.1

⚠ For commit versioning in GitLab, the Milestone property is used.

How to write a commit?

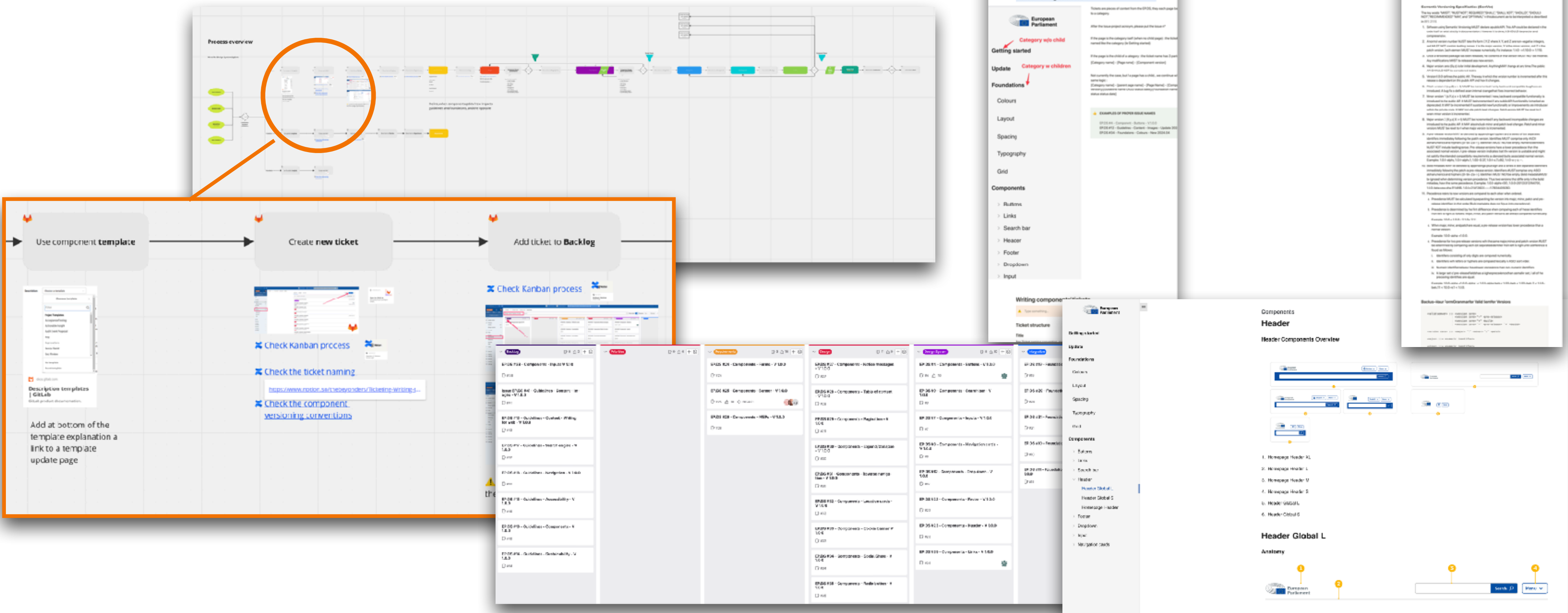
	COMMENT	DATE
○	CREATED MAIN LOOP & TIMING CONTROL	14 HOURS AGO
○	ENABLED CONFIG FILE PARSING	9 HOURS AGO
○	MISC BUGFIXES	5 HOURS AGO
○	CODE ADDITIONS/EDITS	4 HOURS AGO
○	MORE CODE	4 HOURS AGO
○	HERE HAVE CODE	4 HOURS AGO
○	AAAAAAA	3 HOURS AGO
○	ADKFJSLKDFJSDKLFJ	3 HOURS AGO
○	MY HANDS ARE TYPING WORDS	2 HOURS AGO
○	HAAAAAAAANDS	2 HOURS AGO

AS A PROJECT DRAGS ON, MY GIT COMMIT MESSAGES GET LESS AND LESS INFORMATIVE.

Illustration 1 (Source : <https://cbea.ms/git-commit/>)

Digital Products

DesignOps

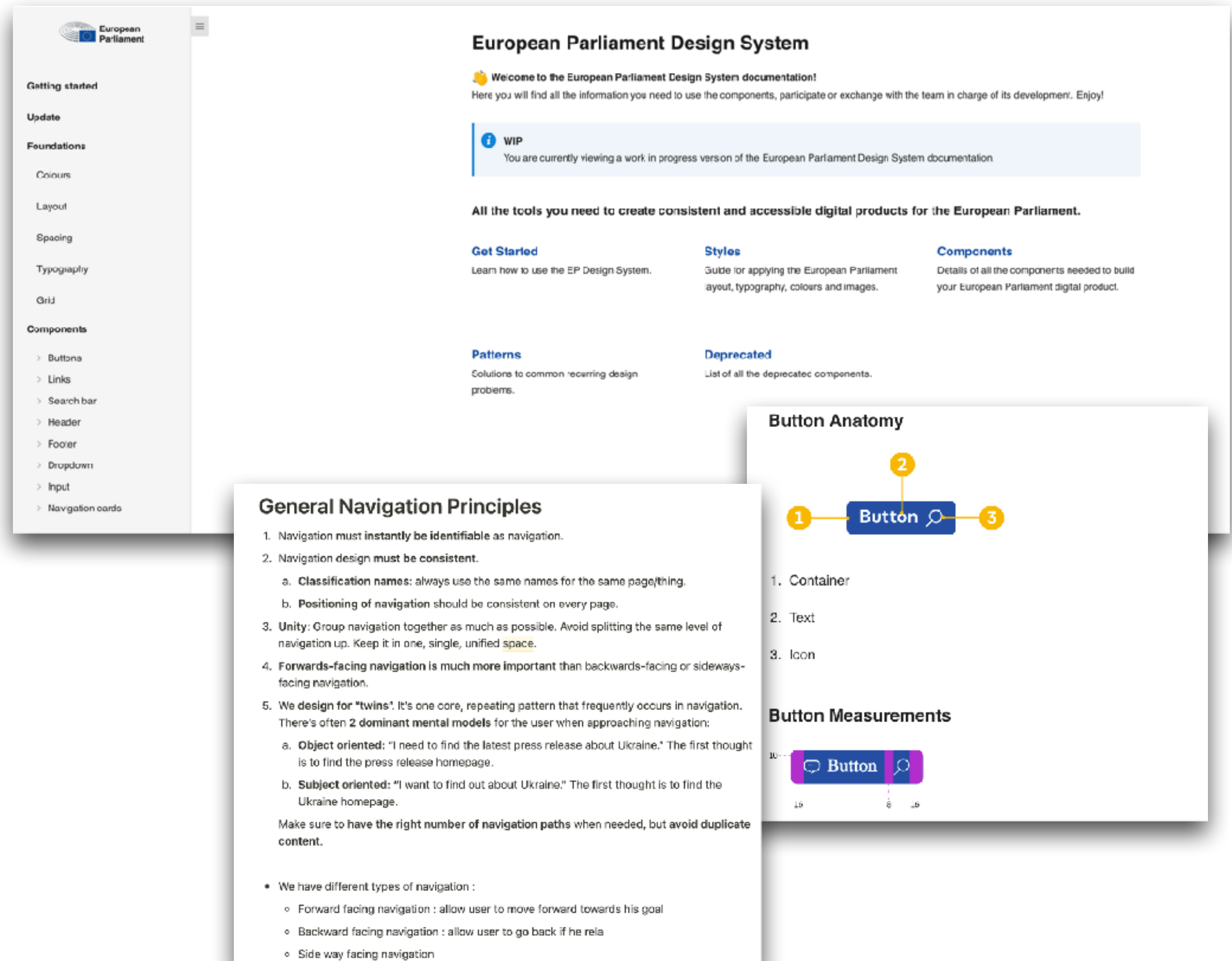


Digital Products

Design System

Daily job was about documentation of every decisions, rules and coordination between stakeholders (management, business, designers, integrators, devs, Q&A) to fine tune concepts, definition, edge cases, ... of the design system and component library.

Direct hand in hand collaboration with Smashing Magazine and Smashing Conf. founder, **Vitaly Friedman**.



Raphael Thys' portfolio

Digital Products

Highlight

European Parliament Navigation
Tens of thousands of pages in 27 languages

Digital Products

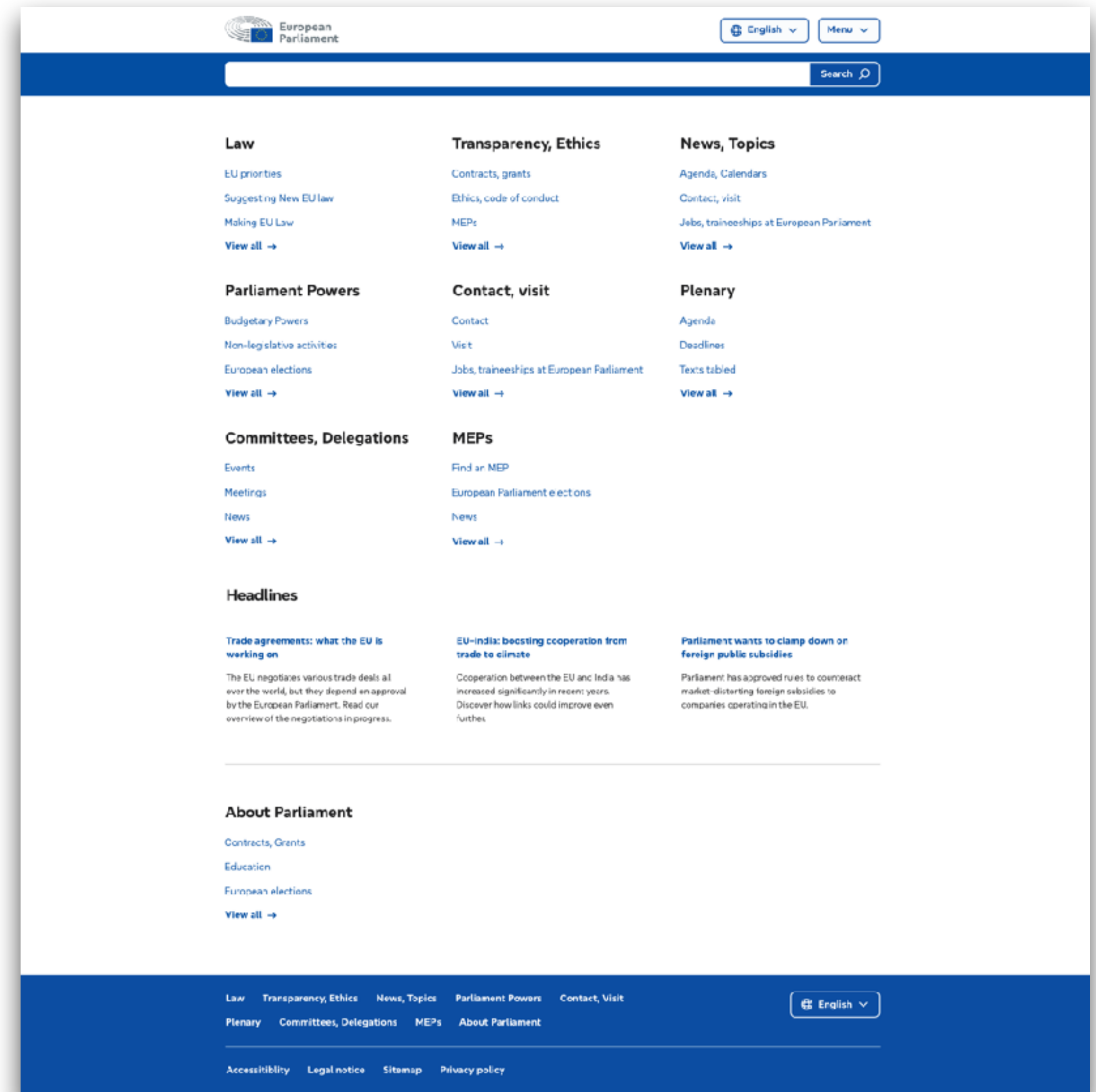
Navigation and classification

The navigation of the European Parliament is the key component of the website, with peak traffic before elections **up to more than 1 million visitors a day**, it can make or break the success of the website.

After user tests for a first status (less than 20% success rate) we started working using the **Top Tasks Analysis methodology** in direct relationship with it's inventor, **Gerry Mc Govern**, we accomplished:

- more than 50 stakeholders' workshops,
- many design iterations,
- more than 6000 user tests,
- Complex url mapping and phasing plan to replace first the header and then mapping the pages bellow.

to come with a navigation that scores **above 82% success rate**.



Raphael Thys' portfolio

Digital Products

Highlight

SPW Case Management Apps Program Complex Environment

Digital Products

Information architecture

UX Strategy, Flows & Design System

Challenge

SPW faced a balkanisation of its applications, dozens of it, in countless technologies, stakeholders, UX approaches, ...

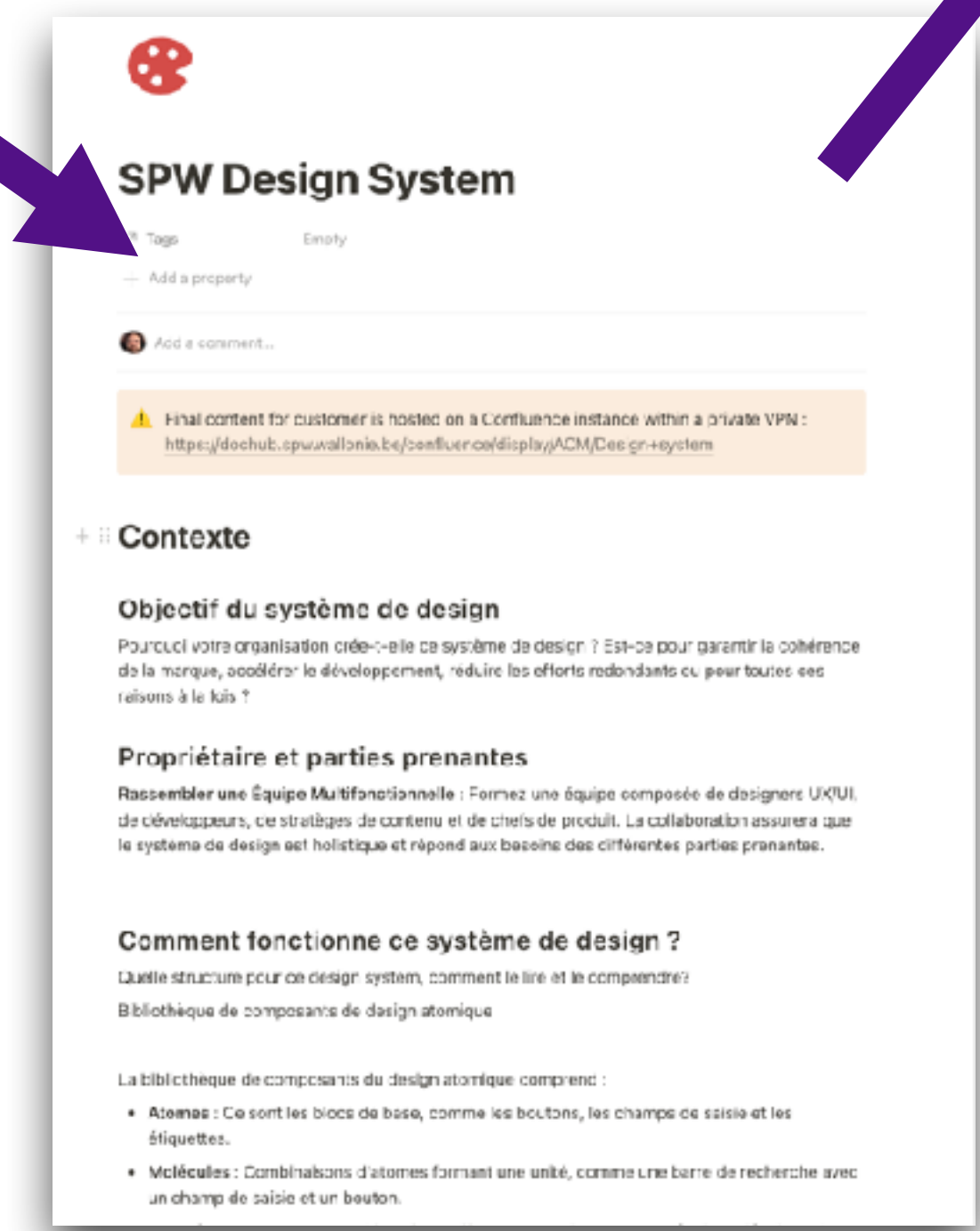
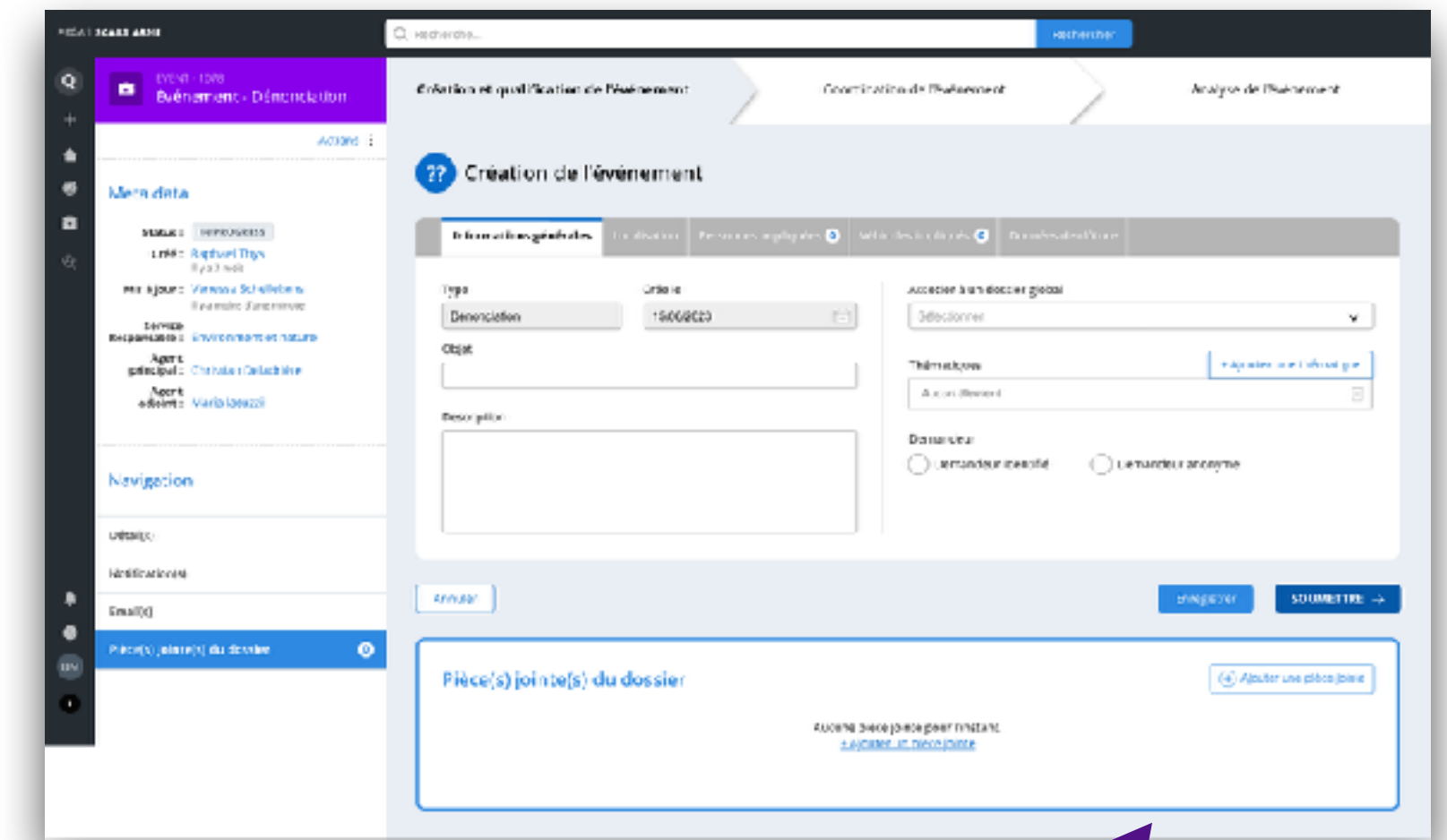
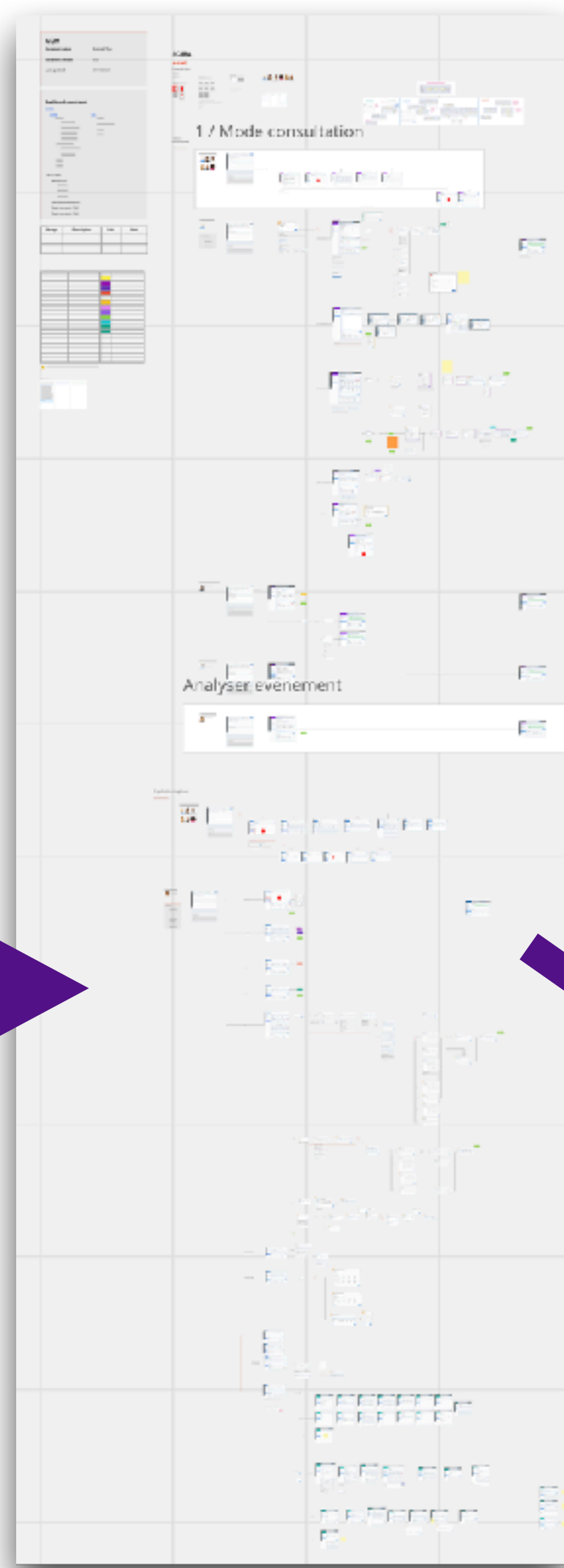
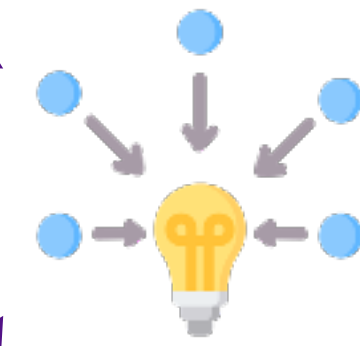
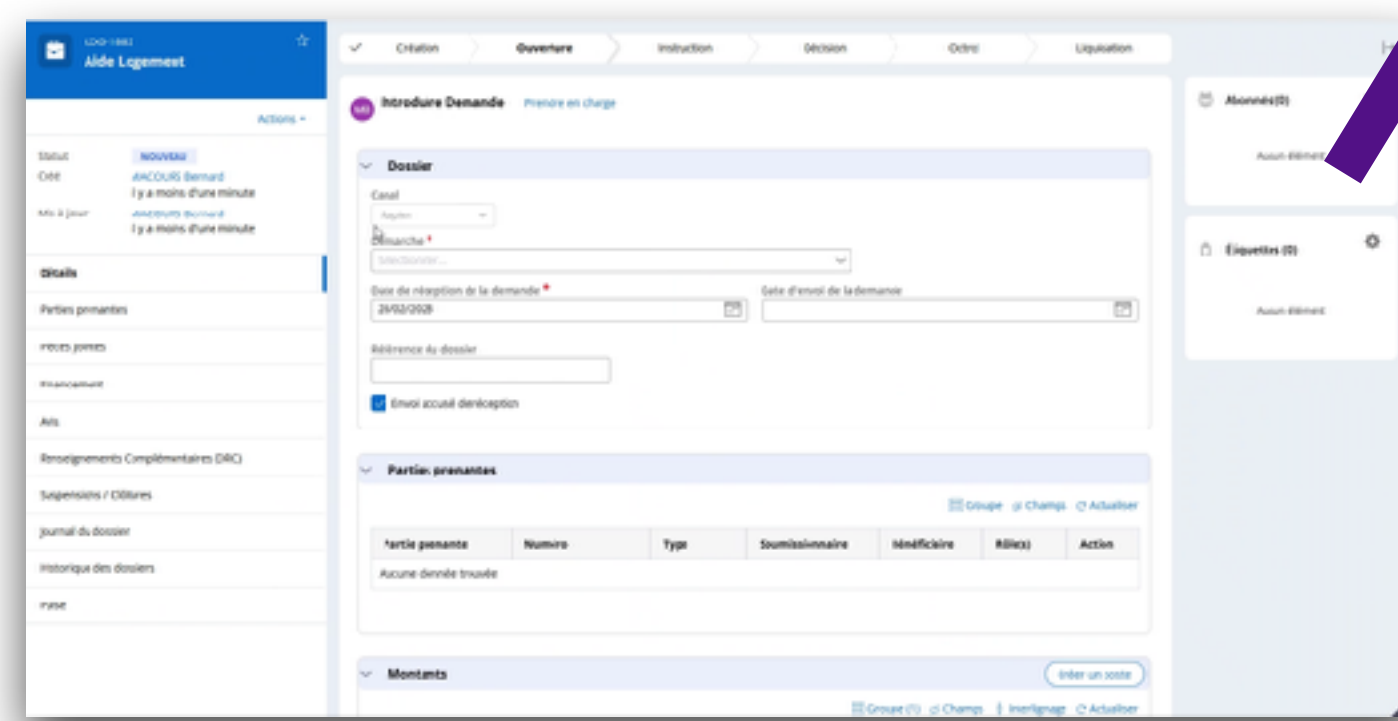
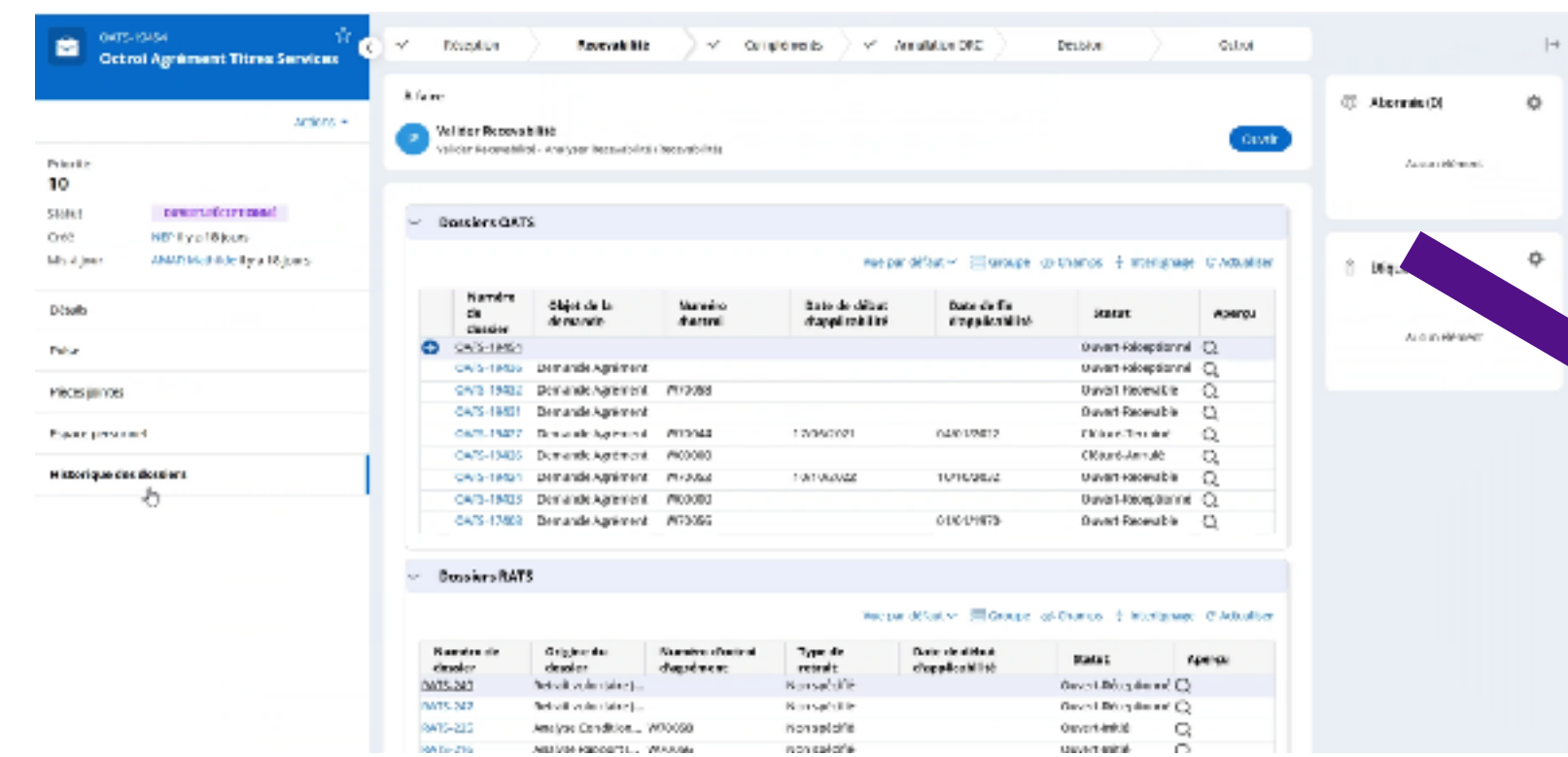
To respond to this issue, they have decided to regroup all these into 5 applications, integrating all the needs in term of flows, features and scenarios. They have decided to go for a Low Code Case Management System (PEGA) to develop the program.

After 5 previous UX consultants, I came and the 1st challenge was to understand the eco system and propose a plan for the coming year.

The business didn't wanted to take anymore delay, so all the research phase, interviews with users wasn't possible, no data. The whole project would need to be operate in "expert mode".

Digital Products

Information Architecture



Design System Implementation and final result

Raphael Thys' portfolio

Portfolio

Vision, inspiration, future forward

Vision, inspiration, future forward

Future Minded Earthling

World is now in a permanent VUCA state (post VUCA or BANI), a brittle, non linear and incomprehensible world that create anxiety. Strategy frameworks and linear roadmaps are no longer adapted to it. Future thinking, future scenarios and scenario based roadmaps are now the new paradigm to address strategic planification.

To feed this approach, trend and weak signal monitoring is more important than never before.

Knowledge management, future thinking, creation of future scenarios and then scenario based roadmaps are the new approach to face this new world, with a robust and anti-fragile approach.

In the past 10 years, I focused on developing these skills in addition to software design and creation as a second pillar for preparing my profile to face future challenges.

ItsMe

SquareCom

BNP Parisbas

Elia *High light*

Solvay Business School

IHECS & IHECS Academy

ICHEC

Bruxelles formation

ECS *High light*

Csquare

Knowledge Management *High light*

Vision, inspiration, future forward

Education, Evangelism

Trough the years, I develop the ability to communicate complex ideas simply and with a focus on the human factor to engage and involve audiences.

My most favourites topics are :

- Future thinking
- Change and transformation
- Digital products
- STEEP Trends

More than 12 years of teaching in various Schools and training centres (SBS, IHECS, ECS...)

Multiple TV appearances (LN24, RTBF, RTL).

6 years of public lectures and conferences.

Raphael Thys' portfolio



Vision, inspiration, future forward

Highlight

Elia

Internet of Energy : Open Innovation Eco-System

Vision, inspiration, future forward

Internet of Energy Open Innovation Eco-System

Open Innovation Eco System facilitation for creation of companies that will represent the energy market in a decentralised grid. 120 companies (from Large account to research centers and startups).



Maka | Empowering the consumer towards energy efficiency.

Many consumers do not feel completely comfortable when they look at their energy consumption. In their consumption of electricity, they often wonder: What if I have less consumption and I am sure of the price they can pay? How can I optimize their use, saving energy and being able to save money? If you have a smart meter, you can use the data to optimize their use, saving energy and being able to save money. If you have a smart meter, you can use the data to optimize their use, saving energy and being able to save money.

With Maka, we strive to get the consumer back in the drivers' seat when it comes to energy optimization.

[KNOW MORE ABOUT MAKA](#)

Sense | Define your comfort, we take care of the rest.

Indictio provides a smart energy solution to its customers. It is a smart energy solution that allows consumers to define their comfort and we take care of the rest. It is a smart energy solution that allows consumers to define their comfort and we take care of the rest.

Sense project enables to give back the control of their electricity bill to consumers and producers. The idea of Sense project is to develop a version 2.0 of the smart grid, real-time, involving the consumers to support the system needs.

From the users' perspective, the project is a smart energy solution that allows consumers to define their comfort and we take care of the rest.

[KNOW MORE ABOUT SENSE](#)



SoTaria | We unlock your residential flexibility in a grid-secure way.

The SoTaria project is a smart energy solution that allows consumers to define their comfort and we take care of the rest. It is a smart energy solution that allows consumers to define their comfort and we take care of the rest.

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With SoTaria, we strive to get the consumer back in the drivers' seat when it comes to energy optimization.

[KNOW MORE ABOUT SOTARIA](#)

Sunshare | Enabler of Energy Communities

The Sunshare project is a smart energy solution that allows consumers to define their comfort and we take care of the rest. It is a smart energy solution that allows consumers to define their comfort and we take care of the rest.

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With Sunshare, we strive to get the consumer back in the drivers' seat when it comes to energy optimization.

[KNOW MORE ABOUT SUNSHARE](#)





Clean Energy Forecaster | Consuming local and clean energy as a smart community? Here is your guide.

CLEF enables communities to optimize the consumption of clean energy produced locally. CLEF project is a smart energy solution that allows consumers to define their comfort and we take care of the rest. It is a smart energy solution that allows consumers to define their comfort and we take care of the rest.

With CLEF, we strive to get the consumer back in the drivers' seat when it comes to energy optimization.

[KNOW MORE ABOUT CLEF](#)

Community Forecaster | Like a weather forecast, it indicates the greenest time to consume energy.

Renewable energy communities aim to produce and consume their own local energy. However, community members do not know when local renewable energy is available from within the community.

The Community Forecaster is a smart energy solution that allows consumers to define their comfort and we take care of the rest. It is a smart energy solution that allows consumers to define their comfort and we take care of the rest.

With Community Forecaster, we strive to get the consumer back in the drivers' seat when it comes to energy optimization.

[KNOW MORE ABOUT COMMUNITY FORECASTER](#)



Enleash | Unlocks and valorizes the energy potential in large commercial real estate.

Enleash is a smart energy solution that allows consumers to define their comfort and we take care of the rest. It is a smart energy solution that allows consumers to define their comfort and we take care of the rest.

With Enleash, we strive to get the consumer back in the drivers' seat when it comes to energy optimization.

[KNOW MORE ABOUT ENLEASH](#)

Flexity | Enabling end-consumer to contribute in the energy transition

Flexity is a smart energy solution that allows consumers to define their comfort and we take care of the rest. It is a smart energy solution that allows consumers to define their comfort and we take care of the rest.

With Flexity, we strive to get the consumer back in the drivers' seat when it comes to energy optimization.

[KNOW MORE ABOUT FLEXITY](#)

Raphael Thys' portfolio

Vision, inspiration, future forward

Highlight

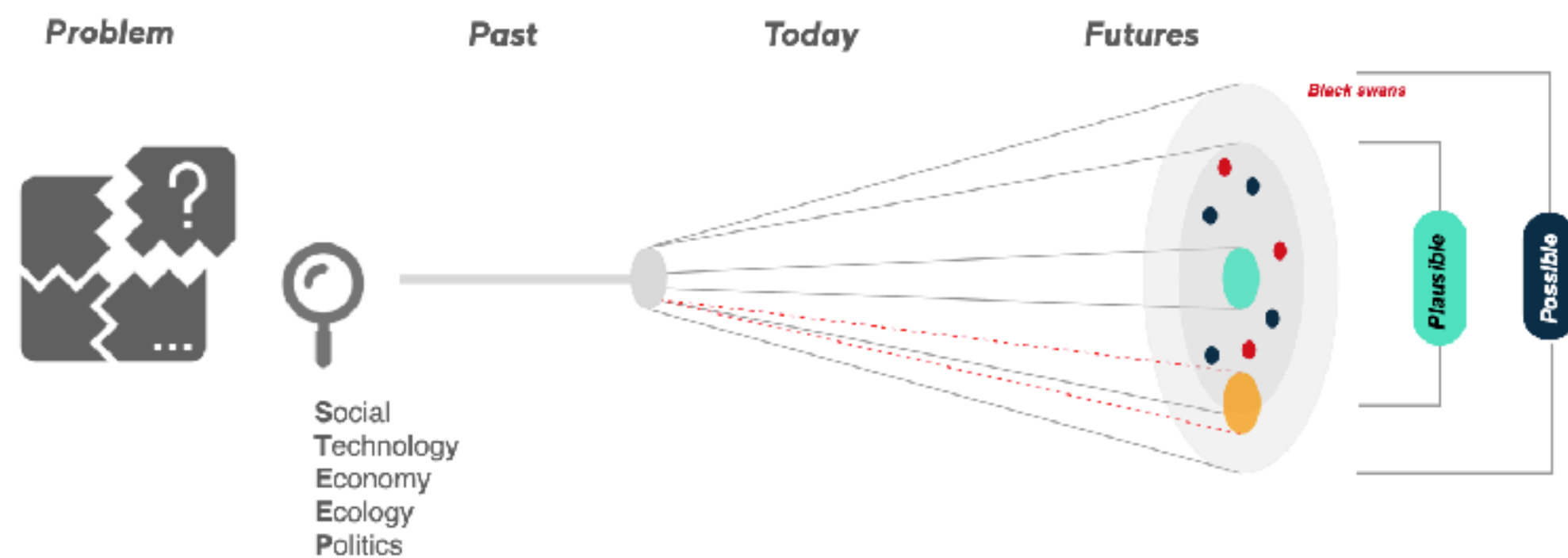
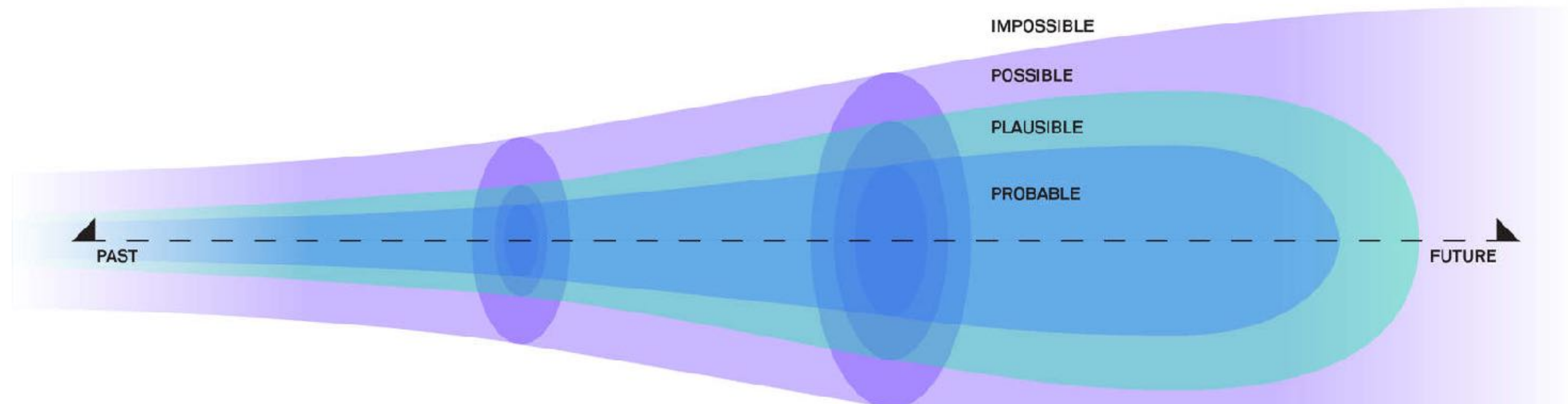
ECS

Future Scenarios Workshops

Vision, inspiration, future forward

Future Scenarios Workshops

Multiples future scenarios workshops, to create future scenarios on specific topics, sectors, organisations.



Raphael Thys' portfolio

Vision, inspiration, future forward

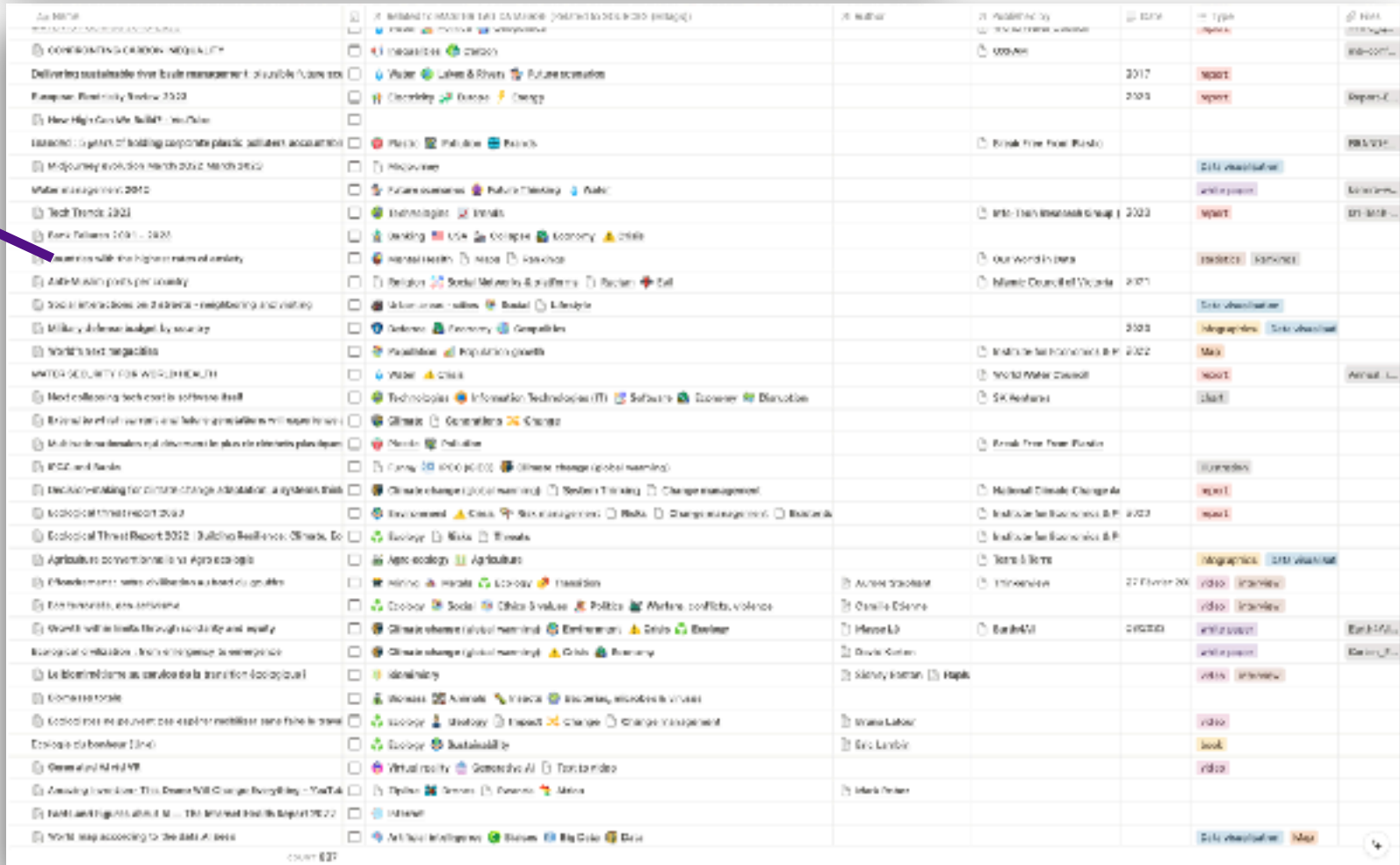
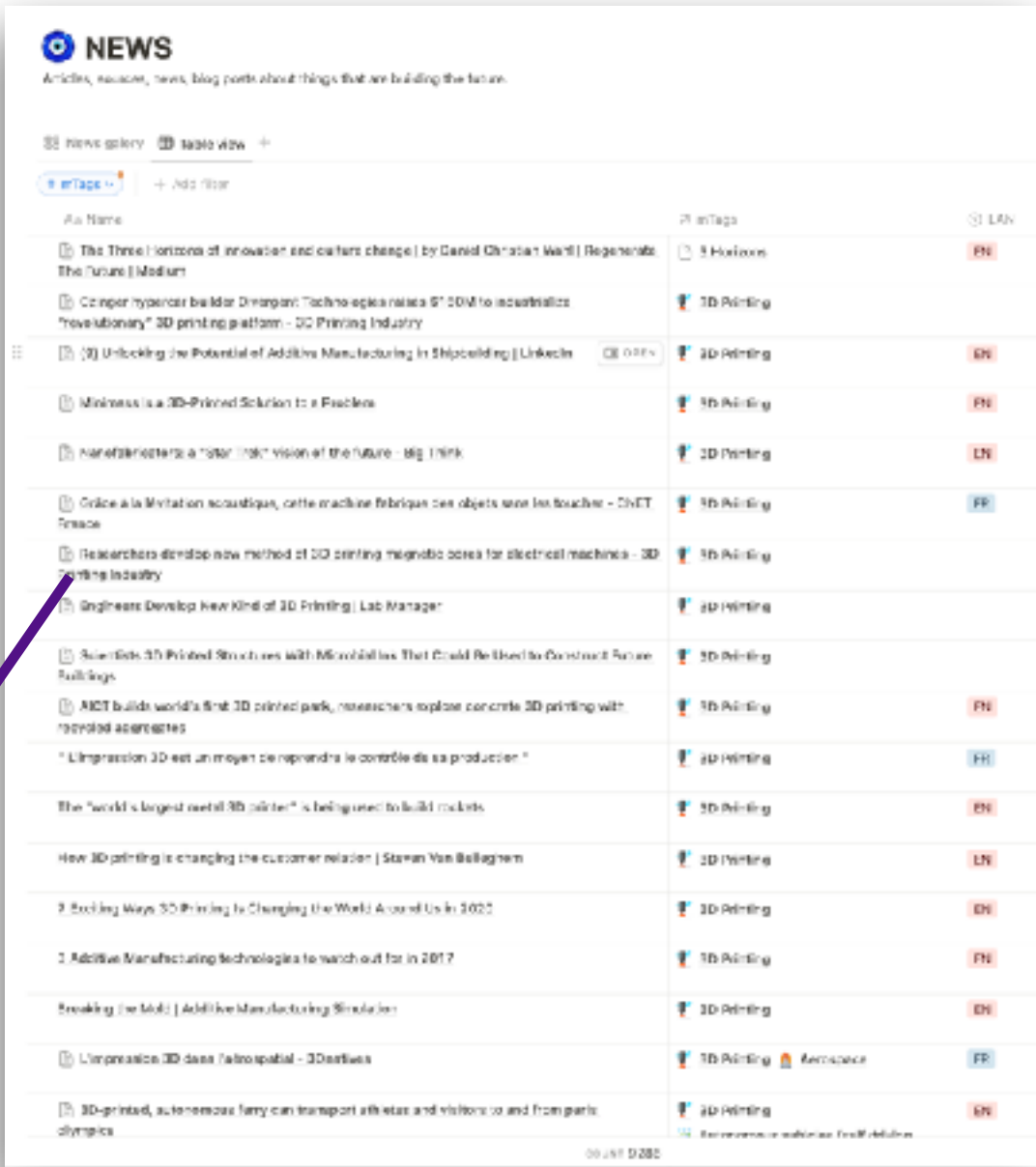
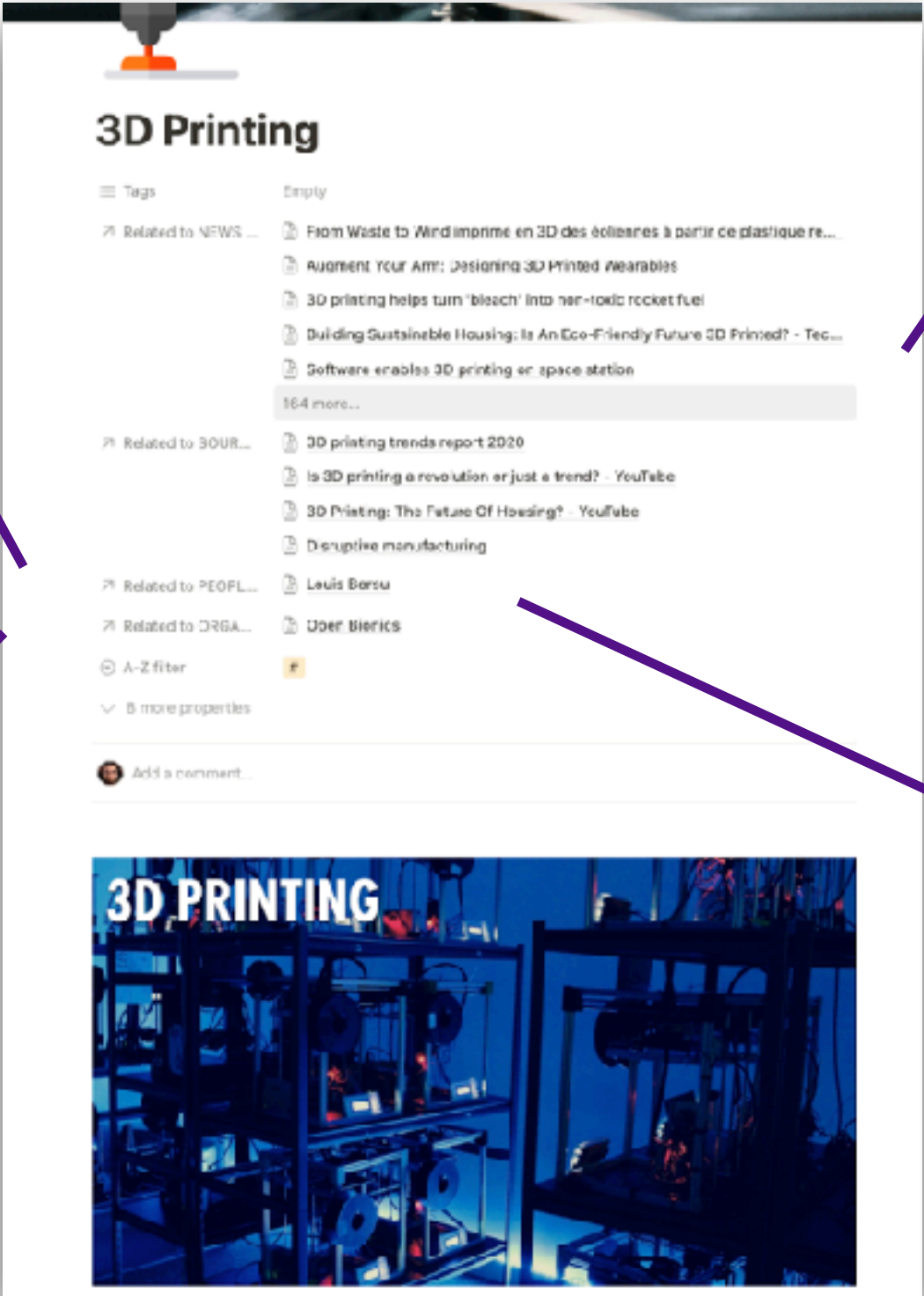
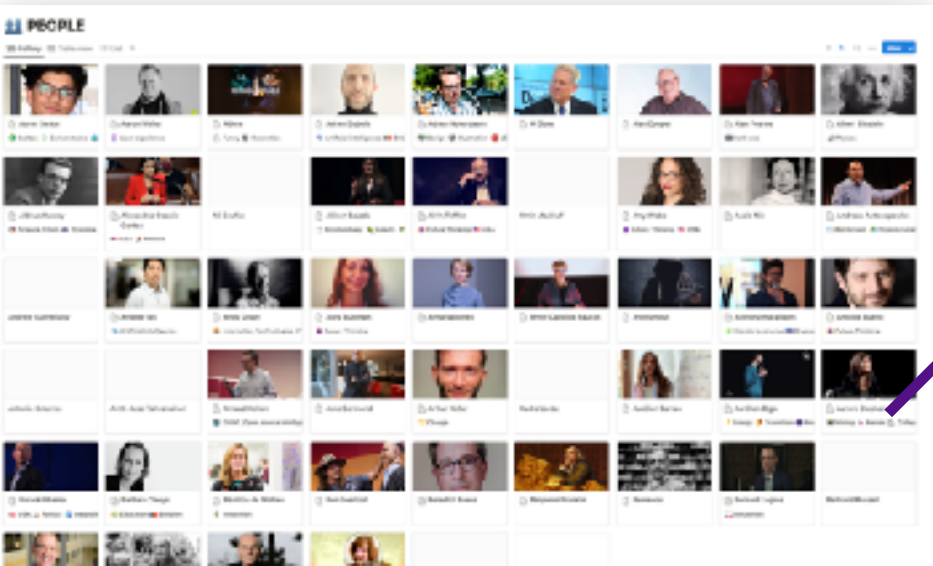
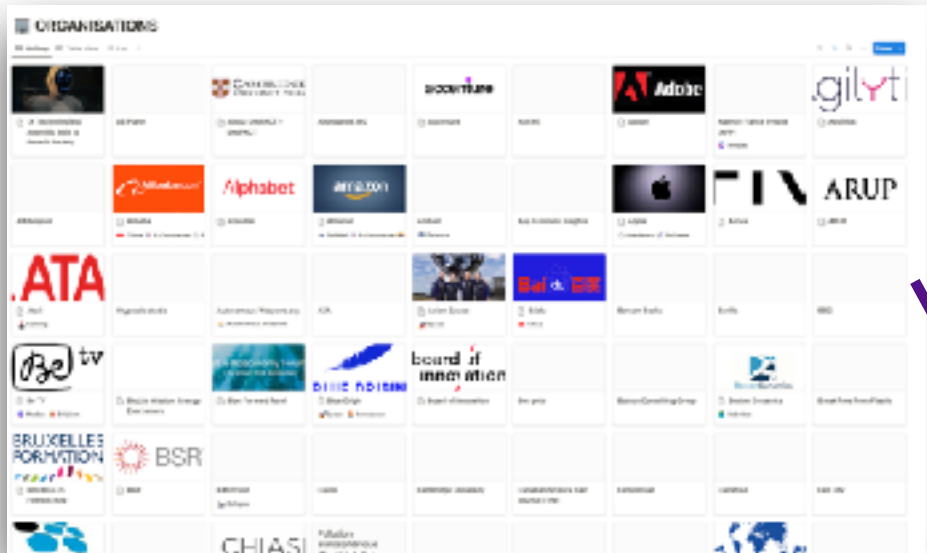
Highlight

Knowledge Management
Notion Databases

Vision, inspiration, future forward

Knowledge management

More Than 10k Future Thinking and STEEP Trends Resources, growing daily.



Reports, books, videos

Vision, inspiration, future forward

Knowledge management

More than 2600 articles on design, coding and digital products growing daily..

[illegible][illegible]

The image is a screenshot of the UX Hub website. On the left is a purple sidebar with a 'UX' logo at the top. Below the logo are several navigation categories, each with a list of items. The main content area on the right displays a list of articles, each with a document icon, a title, and a byline.

Sidebar Navigation:

- Tags
 - Atypical people... Lucien Christ, Youssa Idan, Luke Wroblewski
- Atypical persons Empty
- Knowledge base Empty
- Newstead
 - Influencing the organization as a UX Leader — Sudhe Brosiewsky
 - Here is how UX Design integrates with Agile and Scrum | by Jeff Gothelf | ...
 - Agile is not Easy for UX: (I love to) Deal with it
 - 5 Rules for Integrating UX with Agile and Scrum | by Jeff Gothelf | The Sta...
 - Agile UX Process: Integrating UX & Agile Development Design
- POC's Empty
- PROJECTS
 - ACM - Design system
 - MyIRISnet 2.0
 - Monitoring App
 - Corporate Search Engine and notification center
- Related to PROJEC...
 - MyIRISnet 3.0
 - UX Workshops
 - MyIRISnet 1.0
 - MyMonitoring
- Related to People... Empty
- Related to People... Empty
- TOOLS & RES...
 - Uploading Files | UXArchive
 - Little Big Details - The details are not the details
 - UX Patterns & Inspiration - UX Library
- Organisations Empty
- Our work (just ...
 - UX for devs, introduction
 - Building a design system for extranet
 - Streamlining event registration process
 - Adding a UX layer on key application for all SPW agents for subsidies and...
- Add a category

Main Content Area Articles:

- Influencing the organization as a UX Leader — Sudhe Brosiewsky
- Here is how UX Design integrates with Agile and Scrum | by Jeff Gothelf | ...
- Agile is not Easy for UX: (I love to) Deal with it
- 5 Rules for Integrating UX with Agile and Scrum | by Jeff Gothelf | The Sta...
- Agile UX Process: Integrating UX & Agile Development Design
- ACM - Design system
- MyIRISnet 2.0
- Monitoring App
- Corporate Search Engine and notification center
- MyIRISnet 3.0
- UX Workshops
- MyIRISnet 1.0
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All items	📅 Date	🔗 URL	🕒 Created time	👤 Created by	🏷️ Tags
UI/UX Case Study: The Starbucks New Beverage Machine Menu Refinement (by Mark Single) (May 22/24) (3000000)	Case studies & showcases User experience (UX)	kristianwalesdesign.co.uk/.../2024/05/22/">kristianwalesdesign.co.uk/.../2024/05/22/	Jun 8, 2024 2:08 PM	🧑🏻‍💻 Nathan Tho	
Accessibility for designers: Where do I start? by Stephanie Miller (UX/UI/Design) & Designer.	Accessibility	stephaniefranklin.design.co.uk/.../">stephaniefranklin.design.co.uk/.../	May 21, 2024 2:28 PM	🧑🏻‍💻 Nathan Tho	EN
Why accessibility audits are not a good idea (by Rozan Ferreira Duarte) (UX Collective)	Accessibility Defining features & components Mobile, Desktop and Onscreen	accessibilitycollective.com/.../">accessibilitycollective.com/.../	May 21, 2024 2:22 PM	🧑🏻‍💻 Nathan Tho	FR
How To Make a Strong Case For Accessibility – Smart Interface Design Patterns	Accessibility	smartinterface-design-patterns.com/articles/.../">smartinterface-design-patterns.com/articles/.../	May 21, 2024 2:23 PM	🧑🏻‍💻 Nathan Tho	EN
Linking & Grouping Data for Accessibility – Creating Magazine	Accessibility	wearemagazine.com/2024/05/21/">wearemagazine.com/2024/05/21/	May 21, 2024 2:25 PM	🧑🏻‍💻 Nathan Tho	
Insights into WCAG 2.2.1: Mobile first	Accessibility	kathlingfranklin.design.co.uk/.../">kathlingfranklin.design.co.uk/.../	May 21, 2024 2:25 PM	🧑🏻‍💻 Nathan Tho	FR
A guide to the EU directive on digital accessibility – SiteMotive	Accessibility European Union	sitemotive.com/2024/05/21/">sitemotive.com/2024/05/21/	May 21, 2024 2:22 PM	🧑🏻‍💻 Nathan Tho	FR
European Accessibility Act: What you need to know – designboom.co.uk	Accessibility European Union	designboom.com/articles/.../">designboom.com/articles/.../	May 21, 2024 2:23 PM	🧑🏻‍💻 Nathan Tho	FR
WCAG's revised guidelines: There's only one way to fail	Marketing Guided tour	evankendall.co.uk/.../">evankendall.co.uk/.../	May 21, 2024 10:48 AM	🧑🏻‍💻 Nathan Tho	
Spot On: Enhancing your digital skills by adding... (by Kelly Smith) (May 2024) (UX Collective)		uxcollective.com/.../2024/05/21/">uxcollective.com/.../2024/05/21/	May 21, 2024 10:51 AM	🧑🏻‍💻 Nathan Tho	EN
Majority of IT executives believe that sustainability is 'The Enabler'	Green IT Green UX	businessinsider.com/2024/05/21/">businessinsider.com/2024/05/21/	May 21, 2024 9:58 AM	🧑🏻‍💻 Nathan Tho	FR
Generative AI UX Design Patterns: Facilitating conversational UX... (by Kai Schubert) (May 2024) (UX Planet)		uxplanet.org/articles/.../2024/05/21/">uxplanet.org/articles/.../2024/05/21/	May 21, 2024 9:58 AM	🧑🏻‍💻 Nathan Tho	FR
Accessibility in Design Systems: Embracing diversity in digital design... (by Matthijs Wittenberg) (Medium)		medium.com/@m.../2024/05/21/">medium.com/@m.../2024/05/21/	May 21, 2024 2:09 AM	🧑🏻‍💻 Nathan Tho	EN
Improving the UX of a Large Language Model (LLM) Chatbot		a11yforall.com/articles/.../">a11yforall.com/articles/.../	May 21, 2024 1:01 PM	🧑🏻‍💻 Nathan Tho	FR
How To Prepare a Software Design Document (by David Sanders) (Medium)	Documentation Coding, software development Product Design	medium.com/@david.../2024/05/21/">medium.com/@david.../2024/05/21/	May 21, 2024 2:27 PM	🧑🏻‍💻 Nathan Tho	FR
UXA guidelines in 5 questions – uxcollection.com/en/ux/24/	Generative AI	uxcollection.com/en/ux/24/.../2024/05/21/">uxcollection.com/en/ux/24/.../2024/05/21/	May 21, 2024 10:00 AM	🧑🏻‍💻 Nathan Tho	FR
12 of the Sustainable Design Patterns And Its Benefits (LinkedIn)	Green UX	linkedin.com/pulse/.../2024/05/21/">linkedin.com/pulse/.../2024/05/21/	May 21, 2024 10:00 AM	🧑🏻‍💻 Nathan Tho	FR
After Google Sheets CRM Migration (LinkedIn) (by Michael Williams) (Medium)	CRM	mwl.medium.com/articles/.../2024/05/21/">mwl.medium.com/articles/.../2024/05/21/	May 21, 2024 9:48 AM	🧑🏻‍💻 Nathan Tho	FR
How to Help Developers Fall in Love Again With Tables (by Anthony Lombardi) (LinkedIn)	Tableaux Generators	openstent.com/articles/.../2024/05/21/">openstent.com/articles/.../2024/05/21/	May 21, 2024 10:00 AM	🧑🏻‍💻 Nathan Tho	FR
How To Create Horizontal Scrolling Containers (by Colin Lord) (LinkedIn)	Pattern libraries & components Horizontal scrolling	colinlord.co.uk/en/2024/05/21/">colinlord.co.uk/en/2024/05/21/	May 21, 2024 10:00 AM	🧑🏻‍💻 Nathan Tho	FR
Impact of AI on UX and Personalization	Artificial Intelligence Marketing Funnel	businessinsider.com/2024/05/21/">businessinsider.com/2024/05/21/	May 21, 2024 10:00 AM	🧑🏻‍💻 Nathan Tho	FR
How to make "Find more" links accessible (by Jon Australia, LinkedIn and Medium)	Pattern libraries & components	jonaustralia.org/en/2024/05/21/">jonaustralia.org/en/2024/05/21/	May 21, 2024 2:24 AM	🧑🏻‍💻 Nathan Tho	FR

Raphael Thys' portfolio

Vision, inspiration, future forward

Full *use case*

Knowledge Management
Live interviews

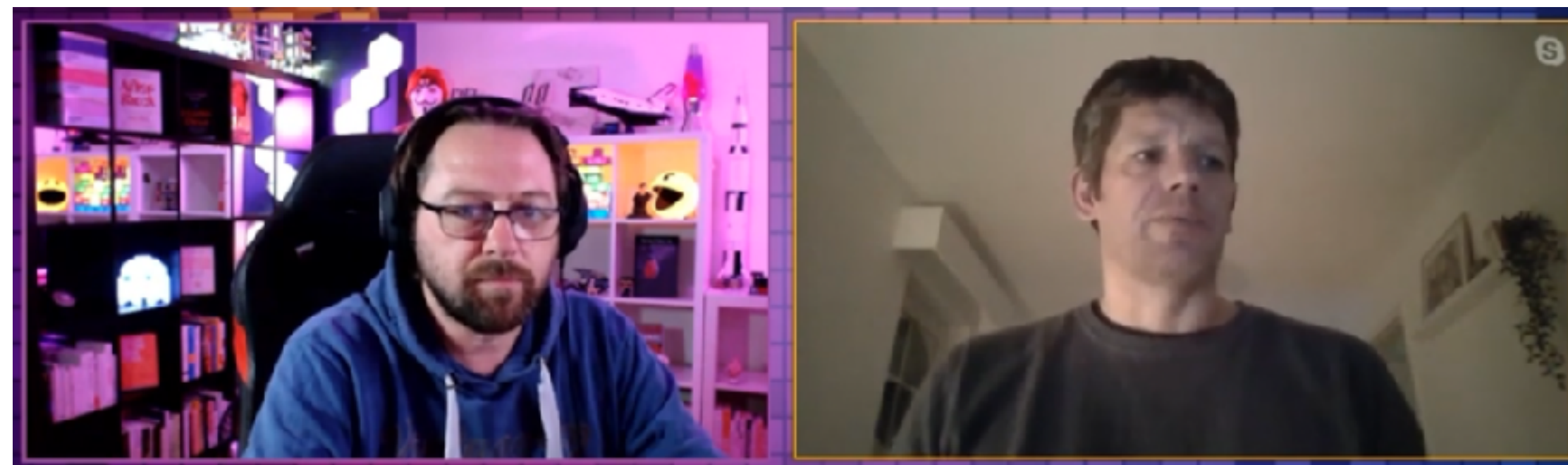
Vision, inspiration, future forward

Live interviews

People having an expertise, experience on a given topic are a goldmine as they can easily give you a structure, a description of the state of the topic...

So in the last 2 years, I interviewed more than 80 experts, scientists, book authors, entrepreneurs specialised in various domains to better understand these topics during more than 200 hours.

In order to share this, the interviews were streamed live on Twitch and the replay is available on YouTube.



Philippe Deltenre, Head of digital platforms @RTBF
Speaks about Public Services Media Digital Transformation

Raphael Thys' portfolio

Vision, inspiration, future forward

Live interviews



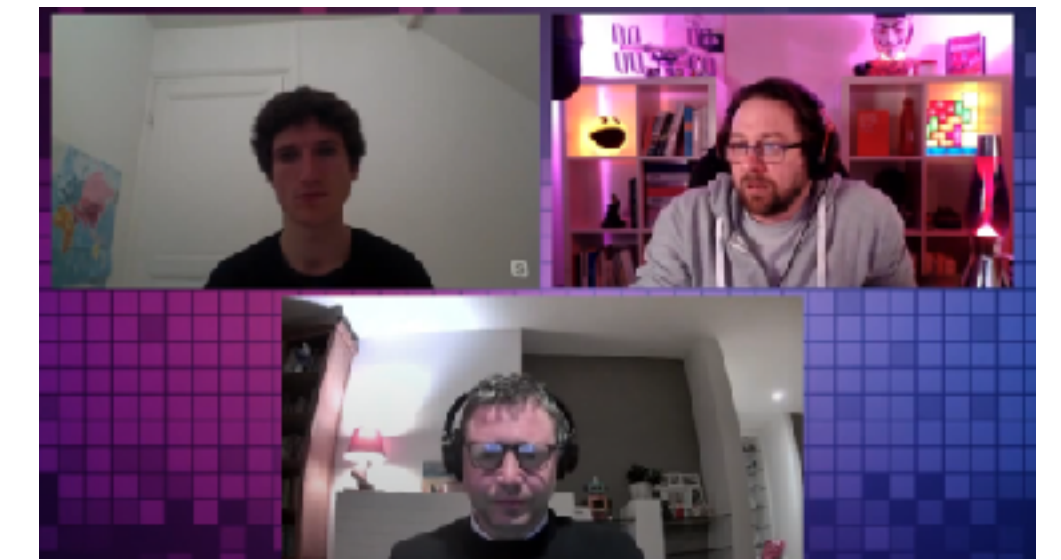
Vincent Massaut,
Nuclear fusion energy expert
@**SCK CEN**
Speaks about Nuclear fusion



Hamid Aït Abderrahim,
General manager @**MYRRHA**
Speaks about Nuclear fission



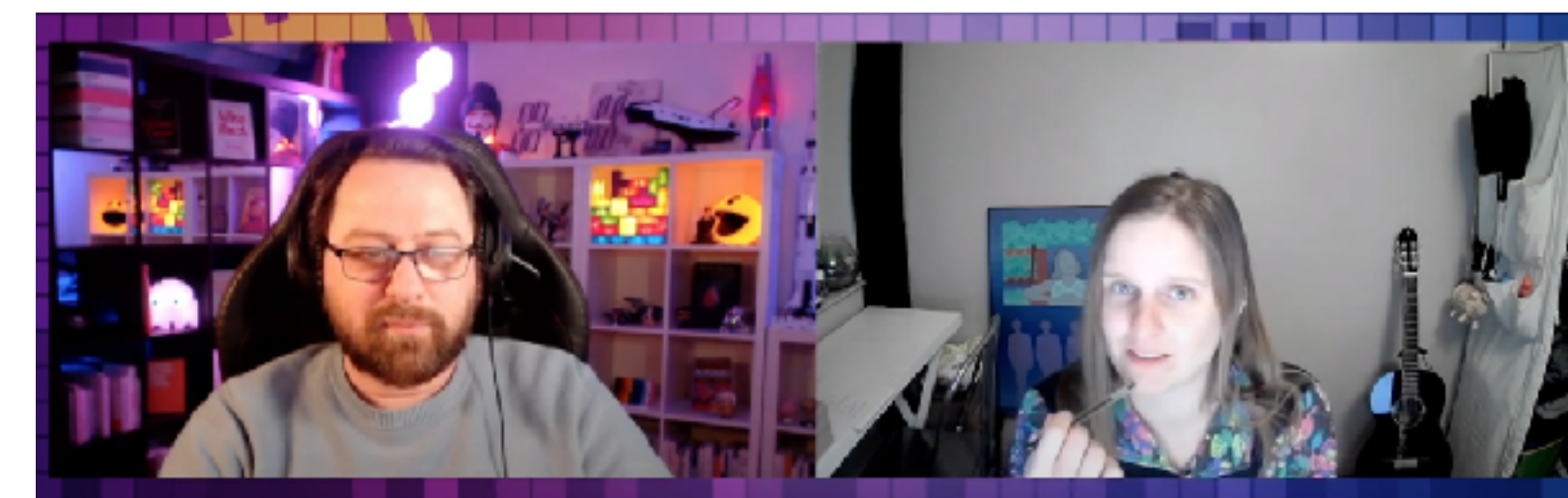
Victor Dacht and **Damien Ernst**, researchers @**ULG**
Speaks about **RREH** and
Internet of Energy



Aurélien Big (PhD and Author)
@**ULG** Speaks about **Mobility**
decarbonation



Eric Lambin @**Stanford**,
Speaks about environmental
sciences



Maud Clavier CEO @**VRroom**,
Speaks about Metaverse, XR

[See the full list of interviews](#)

Raphael Thys' portfolio

Portfolio

Technology creative

Technology creative

Playing is the path to excellence

Creativity is intelligence having fun, said Albert Einstein. In this time of amazing progress, the possibilities are endless. But yet, you need to know it exist and be able to play, build, create things that brings value, curiosity and most of all, creates impact.

Bringing together technologies, ideas, skills and A players are one of the things I prefer the most. The best results I never achieved were always the ones where I had the most fun.

SWIFT *High light*

IRISnet *High light*

STIB *High light*

Technology creative

Highlight

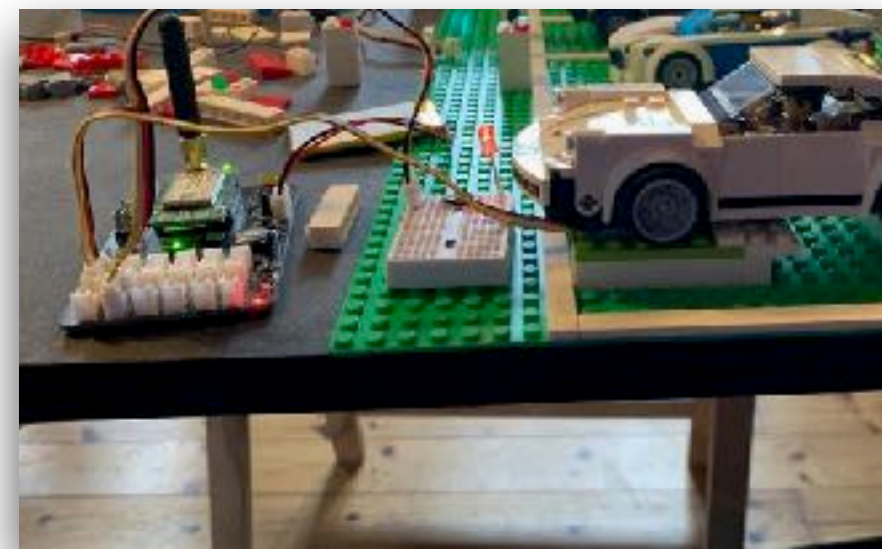
IRISnet Smart City
Experiential Marketing For Maximal Impact

Technology creative

From Complexity To Playful Simplicity

LEGO bricks and IoT to educate and promote on the various use cases of the smart city. We build 15 interactive use cases combining LEGO bricks, IoT and animation on screen.

The results was stunning! We met a major success with impact in fairs, presentations, fairs. Experiential marketing is truly an amazing tools to promote and explain complex concepts, simply and playfully.



Technology creative

Highlight

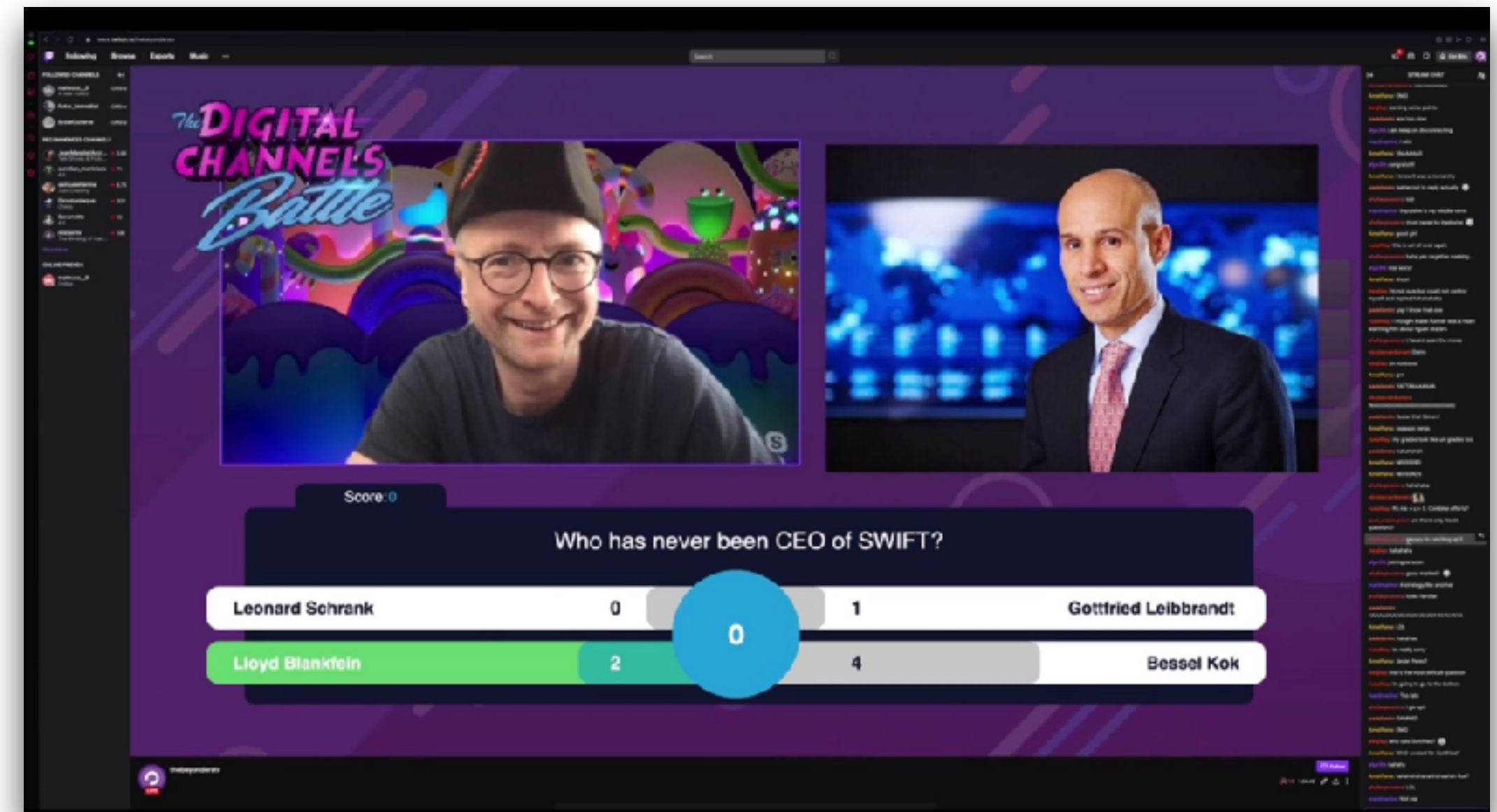
SWIFT

Engaging Remote Teams During Lockdown

Technology Creative

Connecting remote teams in pandemic times

During pandemic, I helped SWIFT to create an online event where a quiz was organised with an interactive quiz, full TV broadcast set up, built.



Technology creative

Highlight

STIB

Marketing Objects That People Actually Want

Technology creative

Marketing Objects People Actually Want

Limited edition series exclusively produced for STIB (500 copies each)

Chocolate tram

225 
pièces LEGO® stenen



Raphael Thys' portfolio

Portfolio Management and operations

Management and Operations

360° vision on organisations, teams and projects management

Entrepreneurship wasn't something I was taught as a possibility in the early stages of my life. However, over time, I gained a deep understanding of what it takes to make a significant impact and turn a vision into reality. I learned that achieving success requires the energy and insights to steer projects and teams effectively.

I have had the opportunity to co-create several entrepreneurial ventures, where I honed my skills in steering operations, managing crises, making critical decisions, and gaining a comprehensive perspective on how projects and teams can either fulfil or derail a vision.

These experiences have been invaluable in developing a holistic understanding of project and team dynamics.

In addition to my entrepreneurial efforts, I serve on the city board of my town for climate adaptation and ecological transition. This role has exposed me to complex realities and multidimensional constraints, requiring a nuanced approach to problem-solving. I have learned to navigate the intricate interplay of environmental, social, and economic factors to drive sustainable and impactful initiatives.

My experience has equipped me with a 360° vision on organisations, teams, and project management. I understand the importance of aligning team efforts with organisational goals, fostering a collaborative environment, and maintaining a strategic focus to achieve long-term success.

My holistic approach ensures that all aspects of a project are considered, from initial planning to execution and evaluation, enabling me to deliver results that align with the broader vision and objectives of the organisation.

Co-founder @TheBeyonders.agency

Co-founder @Bricks.ninja

Co-founder @Atypicals.studio

Steering Committee @Lasne 2030

Raphael Thys' portfolio

What I know, what I believe in (K.I.F.S.)

Kindness

The ultimate force to unleash people potential.

Impact

What gives a sense of fulfilment, to achieve bigger than us results that make us pride and gives us the desire to go beyond continuously.

Fun

The most to achieve excellence.

Simplicity

An art, acquired with experience.