# I AM ISMAÏL HAMILA **DESIGN OPS AND SYSTEM MANAGER**

Design System Manager / Design Ops | La Redoute

Ecommerce Platform - Lille Region / January 2023 - Present Serving in a hybrid role of Lead Designer and Product Manager within a prominent e-commerce player during a period of inflation. Spearheaded CX department evangelization. Overhauled the entire unified library, from tokens to organisms. Led technical evangelization on Storybook and Chromatic. Initiated front-end overhaul through Design System implementation. Established design and design system processes and tools.

#### Design System Manager / Design Ops | Prisma Media

Media group - Region of Paris / September 2022 - January 2023 Held a dual role as Lead Designer and Product Manager within a large-scale media corporation amidst a change management environment. Component audits. Achieved alignment between stakeholders and IT management on key initiatives. Developed processes and tools internally.

### **Design System Manager | SendInBlue**

Product Scale-Up - Paris 8th / May 2022 - Septembre 2022 Fulfilled a hybrid role as Lead Designer and Product Manager in a rapidly expanding organization with a focus on design change management. Devised and streamlined processes. Steered the roadmap of the design system. Established a cross-functional contribution program (Design & Dev).

### Design System Manager & Design Ops | BCG Platinion\_ KPMG

Consulting Firm - Paris 7th / June 2021 - December 2021 Change management, established product-level processes, and creation and administration of the design system. Implemented tools and routines, evangelized system adoption, documented processes, systems for organizational alignment and efficiency.

# Design System Master (lead) | Usabilis \_ Xelians

Design agency - Montrouge / November 2020 - November 2021 Managed a multi-design system environment, conducted evangelism and training, and the creation and administration of design systems. Validated production outputs. Technical evangelization for Storybook and Chromatic.

#### **Product Designer / Service Designer / Design Strategist** Clients: BCG Platinion\_Sanofi / TEREOS - Digital Lab / ENGIE

Consulting / Industrial / Energy sectors - Paris Region - 2018 and then 2020 Change management, Conducted user interviews. Designed interfaces, designed component libraries, and managed functional backlogs. Oversaw project scoping and management, and led workshop creation and facilitation.

# **UX Designer | EMAKINA.FR**

Consulting agency - Paris 3rd / September 2018 - October 2019 Clients: Nike, Ales, Olympique de Marseille

Implemented user testing protocols and ergonomic audits, integrating backlog management into the UX Designers' responsibilities.

Education: Design Thinking at Strate Executive Education and GDPR workshops.

# UX Designer / Creative Technologist | unknowns & BUZZMAN

Consulting firm & Ad agency - Paris / January 2017 - July 2018

**Co-Founder / Entrepreneur | DEDICATED Productions** 

Event & booking agency - Paris / March 2013 - January 2018

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**Design Token Book** with FrontGuys Agency Book & Trainings - 2024

75013 Paris

**Design System as an Organisation** FrontGuys - Design Ops meetup

Round table - December 2022

**Design Tokens - Abstraction & Naming** LaConfQuiTueLeGame

Conference - November 2022

UX Stategy - UX Maturity **Ecole Multimédia** 

Speaker - May to August 2022

**Design System (as a Product) Usabilis** 

Trainer - May to July 2021

**Design Ops | FrontGuys** 

Workshop I jour - Novembre 2022

**Atomic Repository | Devoteam** 

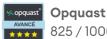
Workshop I/2 jour - September 2022

Lead Product | Thiga Formation - May 2021

**Design Thinking | Strate** Formation - September 2018

Master UX Design | ECV Digital

RNCP level 1 - Paris 19th September 2016 - June 2018



825 / 1000

**ESTOEIC** 930 / 990

**Digital Project Manager | Efreitech** 

RNCP level 2 - Villejuif 94 September 2015 - August 2016

Papier / Stylo

🗦 Figma / Token Studio 🞛

Supernova / Storybook S

Notion / Jira 💠

Suite Adobe CC

🖥 Intégration (HTML/CSS) 🖥

Cuisine & Mixology Electronic music High Tech / Innovation **Fashion**