

# I AM ISMAÏL HAMILA

## DESIGN OPS AND SYSTEM MANAGER

I WORKED

### 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

CONTACTS

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I TALKED

### Design Token Book

with [FrontGuys Agency](#)

Book & Trainings - 2024

### Design System as an Organisation

[FrontGuys](#) - [Design Ops meetup](#)

Round table - December 2022

### Design Tokens - Abstraction & Naming

[LaConfQuiTueLeGame](#)

Conference - November 2022

### UX Strategy - UX Maturity

[Ecole Multimédia](#)

Speaker - May to August 2022

### Design System (as a Product)

[Usabilis](#)

Trainer - May to July 2021

I STUDIED

### Design Ops | [FrontGuys](#)

Workshop 1 jour - Novembre 2022

### Atomic Repository | [Devoteam](#)

Workshop 1/2 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



Opquast

825 / 1000



TOEIC 930 / 990

### Digital Project Manager | [Efreitech](#)

RNCP level 2 - Villejuif 94

September 2015 - August 2016

I USE

Papier / Stylo

Figma / Token Studio

Supernova / Storybook

Notion / Jira

Suite Adobe CC

Intégration (HTML / CSS)

I LIKE

Cuisine & Mixology

Electronic music

High Tech / Innovation

Fashion

EMPLOYEE

COMPANY