AM ISMAÏL HAMILA **DESIGN OPS AND SYSTEM MANAGER** & THE DESIGN TOKENS BOOK'S AUTHOR

DESIGN SYSTEM MANAGER / DESIGN OPS

La Redoute _ Lille Region _ January 2023 - May 2024

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 and unified libraries. Led technical evangelization on Storybook and Chromatic. Initiated front-end overhaul through Design System implementation. Established processes and tools.

Prisma Media 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. Conducted component audits. Achieved alignment between stakeholders and IT management on key initiatives. Developed processes and tools internally.

SendinBlue May 2022 - September 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 design system roadmap. Established a cross-functional contribution program (Design & Dev).

BCG Platinion x KPMG June 2021 - December 2021

Change management, established product-level processes, and created and administered the design system. Implemented tools and routines, evangelized system adoption, and documented processes and systems for organizational alignment and efficiency.

Usabilis x Xelians November 2020 - June 2021

Managed a multi-design system environment, conducted evangelism and training, created and administered design systems. Validated production outputs. Provided technical evangelization for Storybook and Chromatic.

PRODUCT & SERVICE DESIGNER / STRATEGIST

Clients: BCG Platinion x Sanofi / TEREOS - Digital Lab / ENGIE

Consulting / Industrial / Energy sectors - Paris Region - 2018 and then 2020 Change management, conducted user interviews, designed interfaces, created 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, Courir, 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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The Design Tokens Book Book δ Workshops - 2024

Design Tokens Meetup Series

Paris & Everywhere in France

Talks - 2024

Design System as an Organisation

FrontGuys - Design Ops meetup

Round table - December 2022

Design Tokens - Abstraction & Naming

LaConfQuiTueLeGame

Talk - 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 day - November 2022

Atomic Repository | Devoteam

Workshop 1/2 day - September 2022

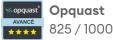
Lead Product | Thiga Formation - May 2021

Design Thinking | Strate

Formation - Septembre 2018

Master UX Design | ECV Digital

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



FIS TOEIC 930 / 990

🧪 Paper / Pen

🗜 Figma / Token Studio 🎛

Supernova / Storybook S

Notion / Jira 💠

Suite Adobe CC

😇 Front (HTML/CSS) 😇

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