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

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I WORKED

FREELANCE

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.

EMPLOYEE

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

COMPANY

Co-Founder / Entrepreneur | DEDICATED Productions
Event & booking agency - Paris / March 2013 - January 2018

I TALKED

The Design Tokens Book
Book & 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

I STUDIED

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

opquast AVANCÉ ★★★★ **Opquast** 825 / 1000

ETS **TOEIC** 930 / 990

I USE
✏️ Paper / Pen
Figma / Token Studio
Supernova / Storybook
Notion / Jira
Suite Adobe CC
Front (HTML / CSS)

I LIKE
Cuisine & Mixology
Electronic music
High Tech / Innovation
Fashion Trends