

# hi, i'm ila

I elevate design teams to **high-performance**

Design leader with 15+ years of experience scaling product design teams, shaping digital products, and **driving measurable business impact**. I specialise in **elevating design maturity**, building high-performing teams, and creating scalable systems that align design with product growth and organisational goals. My approach combines strategic vision with rigorous execution, ensuring **design delivers user value** and commercial outcomes.

## My experience

### TRUMPET, London - Design Lead/Head of Design

DECEMBER 2023 - NOW

Leading the design organisation for a fast-growing B2B SaaS product (sales enablement platform). Responsible for design vision, team leadership, design operations, and product quality (editor, dashboards and AI features).

- Implemented design operations frameworks, improving delivery velocity by 25% and reducing design-to-dev handoff time by 20%.
- Elevated the design team's maturity from level 2 → level 4 on the internal design ops scale.
- Strengthened cross-functional alignment, improving roadmap clarity and introducing streamlined discovery and research workflows.

### UNIBUDDY, London - Design Lead/Head of Design

NOVEMBER 2022 - SEPTEMBER 2023

Led the product design function across B2B and B2C, supporting business transformation and new product initiatives.

- Set up research, discovery and validation frameworks (-15% risks).
- Launched new native app signup flow (+21% conv. rate).
- Improved efficiency of cross-functional teams: (-25% project timelines).

### DOCTIFY, London - Head of Design

MARCH 2021 - NOVEMBER 2022

Directed design strategy for this global healthcare reviews platform.

- Improved user retention by 10% and acquisition by 7%.
- Defined and implemented a unified design language.
- Increased NPS on profile pages from 27 to 56 (+17%, 9–10 ratings)

### O2 Telefonica, London - Design Lead (Contract)

JAN 2020 - MAR 2021

Consulted across two internal design teams (19 designers), supporting delivery, design system strategy, and accessibility initiatives.

- Contributed to the O2 Design System and global accessibility framework.
- Led UX strategy for Aura's conversational AI chatbot, shaping O2's voice interface experience.

## Achievements

### Design operations excellence

Coached design teams and optimised processes, improving delivery velocity by 25% and reducing design-development handoff time by 20%.

### Product & UX impact

Led UX and product initiatives that increased user activation by 18% and retention by 12%, while improving usability benchmark scores by 15%.

### Strategic design leadership

Promoted design team maturity from level 2 → level 4, embedded design as a strategic partner in company OKRs and roadmap planning.

## Leadership focus

**Team growth:** Guide teams with clear career paths.

**Strategy:** Translate business goals into measurable OKRs.

**Operations:** Streamline processes to improve speed and quality.

**Collaboration:** Partner with execs to embed design strategy.

**Innovation:** Deliver user-focused, data-driven experiences.

## Earlier roles

**Revolut**, Senior product designer

**DDB**, Lead UX Specialist

**ELSEVIER**, Senior UX Specialist

**REACH7**, Product Designer

**Freelance** Product Designer (Italy)