

hi, i'm ila

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

Design leader with 15+ years of experience shaping digital products, scaling design organisations, and driving measurable business impact. I specialise in building **high-performing teams** and embedding design as a strategic partner within the business. My work combines **strategic vision** with **rigorous execution**, aligning design outcomes with product growth, user value, and organisational maturity.

My experience

TRUMPET, London - Design Lead/Head of Design

DECEMBER 2023 - NOW

Leading the design organisation for Trumpet's sales enablement platform (editor, dashboards, and AI tools). Driving the company's design vision, long-term strategy across all products and tactical excellence.

- 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.
- Established processes and standards that increased design consistency, cross-departmental alignment and stakeholder confidence.

UNIBUDDY, London - Design Lead/Head of Design

NOVEMBER 2022 - SEPTEMBER 2023

Directed a cross-functional design team supporting business transformation and product innovation (B2B and B2C).

- Set up research, discovery and validation frameworks (-15% risks).
- Delivered a new signup experience on native apps (+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, 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)