

Ilies Allali

Product Designer

UX/UI · Design systems · Framer · Ships to production

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■ Profile

I'm a Product Designer. For four years I've been the only designer at Mute Energy, a startup in Lille that builds mobile power stations, first on a work-study contract, then as a contractor since 2024. Alongside that, I take freelance projects for startups and small companies, working directly with founders and developers. I also build my own products, including three Framer plugins with 43 paying customers in 23 countries.

■ Experience

Product Designer, sole designer of the company

2022 - present

Mute Energy (formerly Swoop), B2B hardware startup · Lille · work-study, then contractor

Mute builds power stations (ECHO-5, HUB) that replace diesel generators on construction sites and at events. I work with the founders and the engineers.

- I designed the touchscreen interface of the ECHO-5, seven views with all their states, through to their integration in the firmware. It had to stay readable with gloves on and in direct sunlight. The machine is now certified.
- I built the brand's design system in Figma and Framer. It's used for the website, presentations and spec sheets.
- When Swoop became Mute, I redid the identity, then built and launched the new website on Framer. I'm now leading its full redesign, 39 pages, from wireframes the client writes the copy on.
- I also make the investor decks, starting with the first one for a startup competition, along with sales material and 3D product renders in Blender that are used on the website and at trade shows.

Freelance Product Designer

2021 - present

Startups and SMEs · Lille, remote or on site

I take sites and products from discovery to launch.

- For SERCE, a French trade association, I worked with an agency on a 37-page Framer site with 26 career profiles and a career quiz. I handled every stage, from research and personas to the build and technical SEO. The site went live in September 2026.
- For UtopikAI, an AI platform, I created the identity, the Webflow site and the product interface. For Inversive, a virtual reality training company, I designed, built and launched the website.
- I start with workshops with the client. Then come the sitemap and wireframes in Arbo, a tool I built, mockups in Figma, the build in Framer or code, the launch, and usage tracking in PostHog.

Co-founder

2018 - 2022

Le Chapelier Persifleur, escape room · Lille

I co-founded this escape room with two partners. For four years I designed the experiences, handled the branding and ran day-to-day operations.

■ My products

Framer plugins

Framer Marketplace · 2026

Page Translator translates a whole Framer site into 54 languages, CMS Translator its collections, and CMS Searchbar adds search to them. Over 200 people have used them on their sites, including 43 paying customers in 23 countries. I've just ported Page Translator to Webflow.

Parenthèse

Web app · 2026 · parenthese.io

A free web app to keep a family's memories. I designed and built it on my own for my family's tree, nearly 400 people. Anyone can read it from a link without an account and add photos, videos and stories, which the owner approves. The code is open, and in four weeks it got 58 GitHub stars and its first outside contribution.

■ Skills

Product

Discovery, user interviews and usability testing, user flows, wireframing, prototyping, design systems (components, tokens, variants), accessibility, usage analytics, specs for engineers

Build

Framer, HTML, CSS, JavaScript, React, deployment

■ Tools

Figma FigJam Framer Notion
PostHog Claude Code Cursor
Blender

■ Education

Master's in Digital Art Direction

ECV Lille, work-study at Mute Energy · 2024

Bachelor's in Communication

ISEFAC Lille · 2021

■ Languages

English fluent (TOEIC 955/990) · French native