Available · Lille, France · remote (CET)

iliesallali.design/en →

Ilies Allali

Product Designer

Product Design · Design system · From research to production · AI-native workflow

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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 49 paying customers in 26 countries.

Experience

Product Designer, sole designer of the company — 2022 - present
Mute Energy (formerly Swoop), B2B hardware startup · Lille

Mute builds power stations (ECHO-5, HUB) that replace diesel generators on construction sites and at events.

- I designed the touchscreen interface of the stations, which workers use on construction sites, often wearing gloves and in direct sunlight. I followed it with the engineers through to its integration in the firmware, and the machine is now certified.
- I work directly with the founders, and I'm the link to the engineers, sales and communication, so their needs make it into the mockups.
- I built their website on Framer, with a page for each trade and a calculator that shows customers how much a station saves them compared to a diesel generator. I'm now leading its redesign.
- I also made their identity, the brand's design system, the investor decks and the 3D product renders.

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 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, 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. I iterated on usage data to improve the flow, and nearly quadrupled the share of people who finish a translation. Over 200 people have used them on their sites.

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. The code is open, and it has received 92 GitHub stars and outside contributions. 1,231 people opened the demo in October.

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