



ZALIHATA AHAMADA

DESIGN OPERATIONS MANAGER

ABOUT ME

I turn strategic direction into working systems. I build operating models that are concrete, clearly owned, and measurable across complex multi-stakeholder environments. I move fast from ambiguity to structure and stay hands-on until the model runs. My work covers design operations, design systems governance, quality standards at scale, and AI-augmented workflows. As a lifelong educator, every framework I build is designed to be understood, adopted, and owned by the teams who use it.

PROFESSIONAL EXPERIENCE

2015 - PRESENT

Independent Consultant & Educator (Ops / UX / leadership)

Life & Learning - France & Spain

Selected references: HelloAsso, NaTran, Cinq Degrés, Amadeus, MAIF, La Poste, Octo

- Dec. 2025 - Jan. 2026: Designed and delivered a full operating model for Natran: governance framework, value-chain structure, roles, KPI framework, and ExCom-ready activation roadmap, built collaboratively in 8 working days.
- Turn strategy into practical operating models: roadmaps, playbooks, governance, KPIs
- Facilitate decision-making workshops; improve team alignment and execution
- Build and deploy AI-augmented operational systems (Claude API, Make, Notion, GitHub, Vercel) for consulting and training programs.
- Enable teams & leaders through training, coaching, and adoption support

2024 - 2025

Design Operations Manager

BPCE Solutions Informatiques - France

- Designed and implemented operational improvements across UX ways of working.
- Set up performance tracking for UX (metrics, follow-up, continuous improvement).
- Supported tooling adoption, process & documentation standardisation, and cross-team collaboration through clear actionable roadmaps.

2022 - 2023

Design Operations Manager

Glovo - Barcelona, Spain

- Designed and rolled out a scalable operating model for an 80-person UX design organisation: governance, ways of working, tooling, and performance tracking.
- Led the consolidation of three product design systems (Helio, Reef, CAP) into a unified system (Zeppelin): component audit across design and code, adoption metrics, and validated roadmap.

2021 - 2022

Design Operations Manager

PayFit - France & Spain

- Led design governance and operating rhythms (staffing, portfolio reviews, metrics, budget tracking).
- Hired and managed 3 designers (Design Ops + floating product designers); coached on delivery, quality, and stakeholder influence.

2004 - 2021

Transformation & Operations Programs (Purchase / P&L training / Partner Programs / CX/UX)

Orange Business Services - Paris, France

- Led global operational programmes and training rollouts, including international deployments.
- Built partner operations programmes (governance, follow-up processes, certifications).
- Improved cost and quality through purchasing analytics and process optimisation.

CONTACT

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 [Zalihata AHAMADA LAFEUILLE](#)

EDUCATION

2018 - 2019

UX Design Certification (Master's level)

Les Gobelins - Paris

2013 - 2014

CAPES (Secondary Education Teaching), Master's level

Rectorat de Créteil

2000 - 2003

Bachelor's, English Language & Literature

Université Paris III Sorbonne Nouvelle

LANGUAGES

French (native/bilingual)

English (bilingual)

Spanish (limited working proficiency)

German (elementary proficiency)

INTERESTS

Education & cognitive sciences

Building & maintaining communities

Music and dancing

Science-fiction

CORE SKILLS

Root cause analysis & prioritization

Operational workflows & models

Data fluency & AI-augmented workflows

KPI-driven performance

Operating model design & rollout

Organizational transformation & change management

Senior stakeholder management & cross-functional delivery

Design systems governance