

# Maxime Amoudruz

## Design systems specialist

[Website ↗](#)[LinkedIn ↗](#)[hello@maximeamoudruz.com](mailto:hello@maximeamoudruz.com)

### Summary

I'm a design systems specialist passionate about shaping the future of digital experiences through well-engineered, intelligent systems that scale across products and teams. More at [maximeamoudruz.com](https://maximeamoudruz.com).

### Experience

#### Global Design Systems Lead, NielsenIQ; 2024–2025, Zurich, Switzerland

Led design systems and design operations strategy across a large-scale ecosystem. Drove convergence of NIQ and GfK products, aligning teams through shared principles, components, and workflows. Scaled impact across regions and divisions, influencing features used by 20K+ clients globally.

- Team lead and delivery manager for 3 designers and 55+ software engineers
- Drove strategic initiatives for the design system vertical for diverse product needs across regions and product divisions, directly influencing features used by 20K+ clients globally
- Led governance models, release cadences, documentation standards, and tooling workflows that support predictable and sustainable delivery at scale
- Helped meeting European Accessibility Act (EAA) requirements by embedding WCAG standards directly into design systems components and workflows

#### Senior Design Systems Designer, GfK (acquired by NielsenIQ); 2021–2024, London, United Kingdom

Hired as a specialist to restart and transform a dormant system into a trusted source of truth. Aligned design, engineering, and product teams (20+ teams) around scalable foundations, governance, and adoption at enterprise level.

- Established new operating models for the design system used across 20+ feature teams
- Organised development, adoption, and contribution framework for the design system
- Elevated system visibility and recognition at C-Level and secured a 30% budget increase budget
- Streamlined design-to-dev handover to ensure smooth implementation and high-quality output

#### Senior Product Designer, Arachnys (acquired by AML Rightsource); 2020–2021, London, United Kingdom

Joined a cross-functional team to establishing the product foundations—leading the design of its core experiences such as navigation and primary features—of a new white-label solution leveraging existing APIs to combat financial crime and improve KYC solutions.

- Designed advanced KYC/AML solutions for complex regulatory product needs of the platform
- Contributed to high-level product decisions and helped align designs with business goals and imperatives

#### Senior Product Designer, Crowdhouse; 2019–2020, Zurich, Switzerland

After the promotion, my role expanded to include broader cross-business responsibilities and took the ownership of the design system program in the company while supporting and leading multiple initiatives and product feature launches for our B2C and B2B products.

- Took ownership of the full design system program, made it more reliable, trusted, efficient and scalable
- Worked closely with product, engineering and QA to ensure smart and correct implementation

## Product Designer, Crowdhouse; 2016–2019, Zurich, Switzerland

Hired as a 0→1 Product Designer to create the product experience of nascent application for the company. Helped laying down the foundations and core experiences of the product. Seeded the creation of the design system.

- Crafted functional experiences for our web application, balancing business needs with user goals and startup imperatives
- Seeded and created the first design system for the company
- Ran the design system governance committee (15 members)

## Product Designer, Punch Group; 2016, San Francisco, United States

Punch Group is a creative agency which helps other companies to grow their business. Worked as generalist helping clients in various industries and product domains. Clients include: SoChat, Vantage, KonMari Media, and University of Michigan.

- Built iOS, Android applications, and websites for different industries (health, transport, finance, etc.)
- Worked closely with engineering teams and QA to ensure correct implementation
- Improved existing functionality and overall usability through iterative, data-informed design

## Product Designer, Fiverun (acquired by Vista Equity Partners); 2014–2016, San Francisco, United States

Joined the startup as 0→1 Product Designer, creating the product experience for its native iOS application for both iPhone and iPad which was used by enterprises and retailers to enhance their in-store customer experience—think Square® Point of Sale solution.

- Designed iOS (iPhone and iPad) applications for the core product
- Created elegant, functional experiences, and balancing business needs with user goals
- Supported product discovery and vision through user research and validation

## Junior Web Designer, BuxumLumic; 2014, Geneva, Switzerland

Gained hands-on experience in website design and development. Built foundational skills across UI, layout, and implementation while working closely with developers and clients. Clients include: University of Geneva, Swiss Wine, Tamedia, and Pictet Bank.

- Learnt creating web applications, websites and product foundation from the ground up
- Contributed to visual strategy and UX consulting for various clients
- Delivered design for landing pages, and promo websites

## Education

### Associate of Arts (A.A.), Game and Interactive Media Design

Centre de Formation Professionnelle Arts; Geneva, Switzerland

## Skills

**Design systems:** tokens, theming, multi-brand architecture, component libraries, design patterns, system audits, benchmarking, accessibility, European Accessibility Act. **Agentic design systems:** AI-assisted documentation, token generation, linting review, conversational interfaces, workflow automation. **Strategy and operations:** roadmapping, change management, contribution models, governance frameworks, cross-team Alignment, debt mitigation, release strategy, product convergence. **Product design:** User interface, user experience, enterprise user experience, interaction design, motion design, UX principle, prototyping, storytelling, design thinking. **Design engineering:** Figma, Figma MCP, Miro, Jira, Asana, LLMs, Git, Storybook, SonarQube. More at [maximeamoudruz.com/resume](https://maximeamoudruz.com/resume).