



Romain Allain

Lead Product Designer, **Design Systems**.
13 years' experience.

Paris, France / Open to relocation

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TOKENS

THEMING

COMPONENTS

DOCUMENTATION

MCP / AI AGENTS

FIGMA + CODE

References: L'Oréal, Lancôme, Yves Saint Laurent Beauty, Armani Beauty, Prada Beauty, Valentino Beauty, Gucci Beauty, Mugler, Aesop, Kérastase, Kiehl's, Shu Uemura, Helena Rubinstein, Maison Margiela, Creed, Bouygues Telecom, Renault, Universal Music, JCDcaux.

SUMMARY

Lead Product Designer who builds and runs multi-brand design systems end to end (strategy, token architecture, components, documentation, adoption) and manages a team of 6 designers. Three DS built from scratch for consumer sites and apps, plus experience designing complex internal tools for expert users. Currently making the L'Oréal system AI-native, so designers and coding agents build from it directly through MCP.

EXPERIENCE

Lead Product Designer, L'Oréal Group

2024 - Present

30 BRANDS, 1 DESIGN SYSTEM

2,500+ TOKENS

€1.5M SAVED

- Lead and mentor a team of 6 UX/UI designers, working with product, development and marketing teams in fast sprint cycles.
- Took over a white-label design system that could not carry brand identities: no theming, no tokens, every brand styled by hand by external agencies.
- Rebuilt it as a multi-brand system behind 30 luxury e-commerce brands: 2,500+ tokens in a layered architecture, per-brand theming, shared components, documentation.
- Set up a sprint-based UI production workflow across all markets: €1.5M saved by industrialising design production.
- Making the design system AI-native: every value tokenised, every component documented, and a generated text reference (Markdown, JSON) that AI agents build from.
- Use MCP daily between Figma, Claude Code and the design system, for example to generate prototypes from it or pre-fill tokens when a new brand is onboarded.
- Designed AI features for brand sites (conversational beauty advisor, AI-powered search) and ran cross-market workshops in Europe, the US and Asia.

Senior Product Designer, L'Oréal Group

2023 - 2024

- Redesigned key transactional journeys (search, PLP, PDP, cart, checkout, order tracking) on the global e-commerce platform deployed across 30 brands.
- Ran UX audits, user testing and A/B tests to guide decisions and lift conversion.

Senior Product Designer, Bouygues Telecom

2022 - 2023

3 BRANDS, 1 DESIGN SYSTEM

iOS + ANDROID + WEB

BRAND IDENTITY

- Built the design system shared by the three brands: token architecture, one theme per brand, shared Figma components, 300+ mockups.
- Redesigned the customer accounts end to end so users handle billing, plan changes and cancellation on their own, cutting calls to support.

CORE SKILLS

Design systems

Multi-brand token architecture, theming, components, documentation, governance, accessibility (WCAG).

Leadership

Managing and mentoring a team of 6 designers, design ops, sprint delivery, cross-market workshops.

AI and code

MCP workflows (Figma, Claude Code), design system references for coding agents, HTML/CSS, Git, Cursor, Figma Make.

Product

Research, user testing, A/B tests, prototyping.

Languages

French (native), English (fluent).

TOOLS

Figma, FigJam, Zeroheight, Claude Code, Cursor, ChatGPT Codex, Framer, Webflow, Adobe CC, Jira, Notion.

Comfortable with the standard stack, quick to pick up whatever you use.

INDUSTRIES

E-commerce, luxury and beauty, telecom, automotive, media.

EDUCATION

Bachelor, Web Design, UX & UI. Epitech Digital (IONIS Group), 2015.

EARLIER EXPERIENCE

Product Designer, Freelance

2020 - 2022

- Missions for Universal Music, Air Liquide and JCDecaux: UX audits, redesigns, brand identities and Webflow sites.

Product Designer, Renault Digital

2019 - 2020

COMPLEX INTERNAL TOOL

EXPERT USERS

DATA-HEAVY UI

- Designed a complex internal web tool used by engineering teams to run and analyse autonomous vehicle simulations: large data tables, filtering, comparison views and result inspection, for expert users with demanding workflows.
- Worked from their technical constraints, and wrote the design documentation used by their international developers.

Product Designer, DRUST (startup)

2016 - 2019

CONSUMER APP + B2B DASHBOARD

DESIGN SYSTEM FROM SCRATCH

BRAND IDENTITY

- Sole designer on Superdrive, a connected driving app built on AI algorithms (trip analysis, driving score), CES Innovation Award 2019.
- Built the company design system covering both sides of the product, the consumer driving app and the B2B fleet management dashboard: brand assets, components, platform guidelines, published online for the whole team. Brand identity rebuilt in one month for the B2B pivot.

Web Designer, Numerama (Humanoid Group)

2015

- Redesigned the visual identity and main page templates; traffic rose by 230% in the six months after launch.

Mobile UX/UI Designer, Sidereo (agency)

2015

- Designed mobile interfaces for LG, Sony, Orange and Auchan, following iOS and Android guidelines.

Web Designer, Frandroid (Humanoid Group)

2013 - 2014

- Redesigned the key pages of France's leading tech media site.