Ismail Bettoumi

AI Product Designer · AI-Ready Design Systems, UX & Growth Marketing

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Profile

AI product designer with 2 years building AI-ready design systems, AI-powered Figma plugins and conversion journeys, backed by hands-on SEO and paid media.

Skills

Design: User flows, journey mapping, wireframes, responsive interfaces, prototyping, Figma.

Systems: Design system architecture, typed tokens, reusable components, RTL/LTR, Figma plugin development, system audits, UI packages.

Methods: Heuristic review, interaction states, usability test planning, conversion analysis and A/B testing.

AI: ChatGPT, Claude, Codex, context engineering, prompt design, AI-assisted prototyping, MCP, workflow automation and AEO.

Marketing: Google Ads, Meta Ads, SEO, content planning, email campaigns, audience segmentation and customer retention.

Creative: Photoshop, Illustrator, InDesign, photo and video.

Experience

AI Product Designer & Enablement Consultant · Independent · Jan 2025 to Present

- Built Nasaq, an Arabic/English design system with 340 typed tokens, 18 components and 12 interface patterns. Delivered an npm package, an AI skill and a local MCP server.
- Built Design Handoff and Design System Doctor, two AI-powered plugins on Figma Community that surface handoff risks and design system drift in prioritized reports.
- Built Nexus to organize web references and designed Veyra to connect place discovery with itinerary planning.
- Designed Flex Academy's webinar and strategy call journeys for beginners and existing operators.

Digital Marketing Consultant (5 clients) · Independent · Jan 2025 – Present

- Run SEO, AEO and paid media for 5 clients; automate content and reporting with Claude and the Anthropic API.

Senior Marketing Specialist (UX & Growth) · Andalus Smart Way, Algeria · Jan to Dec 2024

- Designed a booking recovery concept across web, app and email.
- +32% organic traffic; Quality Score 4→8

Marketing Specialist · Growth & Experimentation · Zer, Algeria · Jan to Dec 2023

- Identified friction in customer journeys and refined landing-page messaging, content hierarchy and calls to action.
- Planned experiments for landing pages and follow-up journeys.

Education

Master's Degree in Physics Education · Higher School of Teachers, Algeria · 2025 (Teaching Certificate included)

Bachelor's Degree in Science & Technology · Higher School of Teachers, Algeria · 2020

Google Digital Marketing & E-commerce Certificate · Google (via Coursera) · Mar 2026

Events & Professional Development

Google Cloud Summit Doha · 22 September 2026

Attended sessions on enterprise AI, cloud infrastructure, cybersecurity and digital transformation.

MWC26 Doha · 8–10 November 2026

Explored emerging digital trends, product innovation and regional collaboration.