



Léa GIEZEK

06 12 38 45 31 · giezek.lea@gmail.com

French (native) | English | German

www.leagiezek.design | www.linkedin.com/in/lea-giezek

Design systems ship standards

Experience systems grow

culture



Philosophy

I believe in people to move systems forward. Not the other way around.

Moving from traditional DesignOps to something more human - one platform of shared practices, built on trust and humility.

Not a design system someone maintains, but an experience system a whole community owns, defends, and grows.

Never alone. Conviction over caution, always.

Drivers

Systems that scale, not just ship

Design System
Multi-surface Foundations
Inner Source
Systemic Patterns

The People who move them

Community of Practice
Design Leadership
Practitioner Experience
Change Management

Levers that matter

Product Strategy
Service Design
Continuous Discovery
Cross-functional Leadership
Business thinking

Craft, augmented - never replaced

Figma, Claude, Github
Unified AI-augmented workflows
Living documentation
Responsible Design

Non-negotiables

Human-first
Trust over control
Inclusion as Infrastructure
Never Alone



Experience

15 years across brand, retail, agency and product, the last 10 in Healthcare

Finalist Design System Awards 2025 by Zeroheight, Governance category

NN/g UX Certification in Design Management & Strategy

Double Master Degree (top of class) Brand Management (Sup de Pub) & Digital Advertising (INSEEC)

Bachelor in Enterprise Management (ESEM) incl. 6 months in Hochschule Pforzheim (Germany)

Sanofi · November 2023 – Current

Director · Elements Experience System

Product Owner and Design Manager leading Elements, Sanofi's unified experience system. Multi-brand, multi-theme capabilities, serving 45+ digital products in production worldwide, from B2B/B2C products and delivery platforms to internal tools.

- **Owned up to €1M annual budget**, arbitrating what Elements funds and ships
- **Set the platform roadmap** through continuous discovery and product collaboration
- **Led and recruited 7 designers and engineers** - the core team behind Elements
- Scaled a **tiered service model and inner source governance** - from embedded support to self-serve - taking the system from 0 to **35+ contributors in 18 months**
- **Pioneered AI readiness** with an internal MCP, a Figma AI Companion, Cursor & GitHub pilots
- Drove adoption across **45+ strategic products** with an average **86% component usage ratio**
- Extended Elements to **multi-surfaces** - responsive web, native apps, content system, connecting brand and product for the first time. **Cut time-to-launch by 3x** on strategic websites like Beyfortus
- **4.7/5 practitioner satisfaction**, animating a Community of Practice of 30+ designers across 5 international hubs, 200+ practitioners connected from onboarding to production readiness

Sanofi · April 2021 – October 2023

Product Design Lead · Elements Design System Founded from Zero

- **Led** sanofi.com redesign and simplified Information Architecture by 60%, drove CMS overhaul for content owner productivity, making it Elements' first real-world pilot
- **Spearheaded** strategic decision to internalise Elements from design to engineering driven by governance, adoption and velocity rationales
- **Rebuilt from scratch** the product design foundations, Figma UI Kit, React repositories and associated documentation in under a year, leading 2 designers + 4 engineers, fully WCAG AA compliant
- **Supported and grew adoption** across Sanofi's first commercial Digital Accelerator, embracing international pharma-regulated constraints and contributing to a new shared ways of working model
- **Mentored** 2 junior designers across parallel products, design quality interface with their respective POs

Sanofi · March 2018 – April 2021

Digital Communications Service Owner

- **Owned Sanofi IT brand platform** - full internal communication driven design system incl. visual identity kits, guidelines, templates and charter deployed across 2,500+ digital employees, reaching COMEX to front-line worldwide
- **Co-led engagement strategy** for Vaccines, Medical & R&D - 100,000+ Sanofians reached, in direct partnership with Leadership Teams
- **Launched first Sanofi Captivate Hackathons** - 6000 participants, 103 ideas, 8301 unique votes
One idea shipped to production: Theia® mobile app, supporting patients with blind diseases

Micropole for Sanofi · October 2016 – March 2018

Full-time Digital Consultant

- **Industrialised communication campaign methodology** across the digital organisation through reusable templates, toolkits and introduced **performance tracking** and analysis
- **Led brand identity definition and execution** for Sanofi booths at European events like VivaTech
- **Co-organised annual seminars** for Sanofi's top 150 digital leaders

2011 - 2016

Earlier Roles

Sanofi (Alternance) · Lowepro & JOBY brands · Decathlon (+17% sales revenue in 2 years) · Caribou marketing agency - Brand communication, UX design, community management, merchandising & customer experience. Continuous focus on foundations and systematisation bridging brand and digital.