

Ibrahim Ozen

Design System Architect, UX · Automotive HMI · Multi-brand Design Systems

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PROFESSIONAL SUMMARY

Design System Architect with 10+ years of experience across automotive HMI, connected mobile applications and consumer products. Founding architect of the Stellantis instrument-cluster and head-up-display design system: a multi-brand token architecture that serves all 14 Stellantis brands, is used by 500+ designers, hundreds of developers and UX and ergonomics engineers, and is approved for production in vehicle programs that will reach millions of drivers. Specialist in design tokens, Figma variables, component architecture, multi-brand theming, governance and design-to-engineering handoff, with a track record of building design systems from inception and of bringing AI-augmented workflows into design operations. EB-1A "Extraordinary Ability" green card recipient.

14 brands

themed from one design system

500+ designers

plus hundreds of developers and engineers

Millions

of drivers: 4 programs approved for production

17 awards

including iF Talent, IDA, WPO

CORE COMPETENCIES

Design systems: design system architecture, design tokens, token architecture, Figma variables, component libraries, multi-brand theming, governance, documentation, migration strategy · **Automotive HMI:** instrument cluster, head-up display (HUD), IVI / infotainment, passenger displays, ergonomics and legibility · **UX practice:** interaction design, UX/UI design, user research, usability testing, prototyping, user flows, information architecture · **Leadership:** system strategy and roadmap, cross-functional leadership, supplier collaboration, mentoring · **AI:** AI agents in Figma, prompt engineering, generative AI in design system pipelines

EXPERIENCE

Design System Architect, Cluster & Head-Up Display

Mar 2023 - Present

Stellantis · Auburn Hills, MI

Design system architecture

- Founded and architected the cluster and head-up-display design system as a transversal system for all 14 Stellantis brands; it is the foundational design infrastructure for 500+ designers and hundreds of UI, software and HMI engineers across global studios.
- Designed the token architecture (primitive, semantic and brand-theming layers) that delivers consistent multi-brand expression while preserving each brand's visual identity.
- Defined sizing rules derived from display hardware and viewing distance with UX and ergonomics engineers, so legibility requirements are built into the system.
- Drive the design system roadmap with leadership: system strategy, component prioritization and alignment with brand and engineering needs.
- Delivered four complete design system packages for vehicle programs, approved and ready for production and set to reach millions of drivers.
- Built five AI agents inside Figma that automate DesignOps work (release documentation, changelogs, pre-sprint audits, variable binding and regulation briefs), saving the team dozens of hours per sprint.

Cross-functional consultation and leadership

- Expert consultation on tokenization, component structure and variable architecture across the in-vehicle display ecosystem: IVI, cluster, HUD and front and rear passenger displays.
- Partner with external development suppliers to refine variable and component structures so design system definitions translate cleanly into engineering implementation.
- Guide UI development teams on brand skinning and variable application; resolve architectural blockers across multiple design systems.
- Collaborate daily with brand UX teams in North America, France, Italy, Brazil and India; mentor designers on system practice, tokenization and component architecture.

User Interface Designer, Connected Vehicle Mobile

Nov 2020 – Mar 2023

Stellantis · Auburn Hills, MI

- Designed experiences and interfaces for the global connected-vehicle mobile application serving owners across all Stellantis brands.
- Established design patterns and UX guidelines that became baseline standards across the connected-services product line; designed reusable components for multiple brand expressions.
- Partnered with UX researchers and built prototypes for user testing to validate features across release cycles; delivered implementation-ready specifications with product and engineering.

UX/UI Designer (Volunteer)

Aug 2020 – Jan 2021

FightPandemics · Remote · mobile-first UI for a global platform, user research and A/B testing

Teaching Assistant, Product Design

Jan 2019 – May 2020

College for Creative Studies · Detroit, MI · studio critiques, one-on-one design reviews and course planning

Product Designer

Dec 2016 – Aug 2018

Esalpa Metal · Eskisehir, Turkey

- Completed 30+ kitchen appliance design programs to OEM specifications, each exceeding 100,000 units a year across European, Middle Eastern and North American markets.
- Led design from brief to production; conducted lab and usability testing and partnered with marketing and engineering.

Product Designer

Dec 2015 – Dec 2016

Candy Group Hoover · Eskisehir, Turkey

- Designed user interfaces for LED and seven-segment displays on built-in oven lines; led user testing of concepts before engineering handoff.

Product Designer, Freelance

Jul 2014 – Dec 2015

Turkey · plus Product Design Intern, Kilitasi Design, Istanbul (Jun – Aug 2013)

EDUCATION

Master of Fine Arts, Integrated Design · College for Creative Studies, Detroit, MI

2018 – 2020

Bachelor of Arts, Industrial Design · Anadolu University, Turkey

2009 – 2014

Associate's Degree, Brand Communications · Anadolu University, Turkey

2014 – 2018

AWARDS & RECOGNITION

- General Motors / CCS Graduate Scholarship Award (2018)
- iF Design Talent Awards, International Shortlist, Top 300 (2016)
- IMMIB Industrial Design Awards, 2nd Place (2017) and 3rd Place (2013)
- Bilkent Cultural Product Design Competition, 3rd Place (2015)
- IDA Design Awards, Bronze, Home Appliances (2019)
- WPO Student International Packaging Design Award, Worldwide Winner (2013)
- Mosder Furniture Design Competition, 1st Place (2013)
- Nine further design awards and recognitions (2013 – 2016)

SKILLS

Design systems: system architecture, token architecture, design tokens, multi-brand theming, component libraries, governance, documentation, migration strategy

Automotive HMI: instrument cluster, head-up display, IVI, passenger displays, cockpit interaction

Practice: interaction design, user experience design, user interface design, UX research, wireframing, prototyping, design thinking, user-centered design, product development, motion design, agile

AI-augmented workflows: agentic development tooling, prompt engineering, AI-assisted design and prototyping, generative AI in design system pipelines (Claude, ChatGPT, GitHub Copilot)

Tools: Figma (variables, advanced components), Adobe Creative Suite, Jira, Zeplin, GitHub, Rhinoceros 3D, SolidWorks, KeyShot; working knowledge of HTML, CSS and JavaScript

Languages: English (professional), Turkish (native)