

# ISMAEL TOURÉ

212-300-3690 | callmeismael2@gmail.com | www.plainandsimple.design (pass: s1mpl3) | US Citizen

## EXECUTIVE SUMMARY

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Product Design executive with 20+ years building and scaling global design organizations. Most recently grew BEES design team from 4 to 100+ practitioners while driving \$40B in GMV across 25+ markets. Currently leading monetization strategy for 100M+ users at Peacock/NBCUniversal. Dual background in Design and Product leadership with proven ability to deliver measurable business outcomes at scale.

## EXPERIENCE

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**Sr. Director Product Design** Apr 2024 – Present  
*Peacock (NBCUniversal)* New York, NY

- Leading monetization and retention strategies across streaming platforms (Peacock, NOW, Sky Showtime, Showmax) serving 100M+ global users
- Partnered with Apple to design multi-tier bundle offerings (Peacock + Apple TV, Apple One integration), solving complex cross-platform purchase restrictions and account linking challenges that now drive 40% of paid-to-paid upgrades
- Drove 35% increase in premium tier conversions and 5% YoY improvement in cancellation save rate through merchandising optimizations and data-driven purchase journey refinements
- Driving AI-powered personalization initiative to address purchasing journey abandonment

**Global Sr. Director Product Design + UX Research - Product Lead Commerce** Apr 2019 – Mar 2024  
*BEES (AB InBev)* New York, NY

- Scaled design organization from 4 to 100+ practitioners (Product Designers, UX Writers, UX Researchers, including 2 Directors and 15 Managers) while leading Product teams for cart, checkout, and post-sale experiences across B2B/B2C marketplaces generating \$40B in GMV and 3.5M+ MAU across 3 continents
- Drove 10-point NPS increase YoY through data-driven research initiatives, implementing cross-functional user journey improvements that scaled across global markets
- Improved Baymard Institute rating from 10.3 (poor) to 81.5 (perfect) through systematic UX optimization and accessibility improvements
- Increased sales by 35%, and conversion speed by 44%, by implementing a machine learning based product recommendation and inventory replenishment feature
- Created and scaled HEXA Design System from BEES initiative to enterprise-wide standard, replacing fragmented component libraries across all AB InBev applications while reducing technical debt by 30% and ensuring WCAG compliance
- Led design of 15+ applications from 0 to 1 across global markets, including merchant tools for product management, pricing, inventory, and fulfillment, while implementing AI-powered workflows to increase team velocity

**Product Design Lead** Apr 2016 – Apr 2019  
*JDRF (Juvenile Diabetes Research Foundation)* New York, NY

- Drove 54% increase in donation volume through UX optimization; established first design system in non-profit sector

**VP Associate Creative Director** Apr 2014 – Apr 2016  
*Omnicom Group* New York, NY

- Led UX strategy for web and mobile; delivered agency's most award-winning mobile application

**Associate Creative Director UX** Oct 2011 – Apr 2014  
*Scrollmotion* New York, NY

- Mobile application design for Apple, Nike, Johnson & Johnson, Bravo

## EDUCATION

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**LaSalle College** Montreal, Quebec  
*Associate's of Graphic Design*

**Baymard Institute** Baymard.com  
*Certified UX Professional*

## LANGUAGES

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Fluent in English and French