Jennifer Hull

Senior Product Designer and Design Engineer: AI product UX and design systems

Based in South Africa (GMT+2). Open to relocation. Available now.

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Senior product designer and design engineer. Today I specialise in AI product UX and design systems, and I build what I design in React and TypeScript. Across agency, consultancy and freelance work, I've worked with more than 100 companies. Much of my work has been in financial services, including three of South Africa's four biggest banks (Standard Bank, FNB and Nedbank), Old Mutual, Discovery and Investec. I co-founded and ran a UX consultancy delivering for Disney, Discovery and Nedbank, led a startup from pitch deck to the AC Milan launch in 120 days with a prototype that unlocked $1M+ in seed funding, and most recently architected the template system for a major South African financial services group's 48-tenant enterprise migration.

EXPERIENCE

Senior Product Designer & Design Engineer, Freelance

Feb 2024 - Present

- Product and UX contracts across insurance, startups and hospitality: life cover and financial-planning products, investor pitch design for early-stage startups, and web work for a hospitality startup.
- **Old Mutual (a major South African financial services group), 4 weeks in 2026.** Consulting engagement: architected a modular Logic Layer (the "Soft Bento" system) for a 48-tenant, ~3,500-page enterprise migration, bypassing locked library constraints to turn stalled template work into a repeatable assembly line. Case study: jenniferhull.co.za/work/old-mutual
- At Old Mutual, consolidated 12+ scattered template explorations into four structural levels (L1 to L4) and defined intent-based Template Anatomies (Orientation, Core Routing, Lead Strategy, Decision, Supporting) as the modular engine for L2 and L3 landings.
- Designed and shipped five live products end to end, from Figma to production code: TetherLog, the nil-ds design system, dx-grid-inspector (published on npm), the Mothership prompt console and jenniferhull.co.za.
- **The Mothership (my own AI agent system), 2026 - Present.** Built and run a multi-agent system on Google Cloud (ADK on Agent Engine), a supervisor routing work to three agents, gated by an eval suite of 3 sets and 7 cases that fails the run when behaviour drifts. Case study: jenniferhull.co.za/work/mothership
- Ran a small eval of Claude building UI with my design system: 60 runs across five tasks. With my agent guidance, it checked the token file in 11 of 12 runs, against 3 of 12 without.
- Built nil-ds, a React design system with 354 tests, every component checked for semantics and ARIA.

Product Design Lead, Fanblock

Apr 2023 - Dec 2023 · **A multi-tenant Web3 sports platform** · Case study: jenniferhull.co.za/work/fanblock

- Led end-to-end 0-to-1 product design from pitch deck to live multi-tenant platform, launching **AC Milan** within 120 days.
- Built a high-fidelity North Star prototype in five days that unlocked $1M+ in seed funding before engineering hired, trading deep discovery theatre for capital that unblocked the build.
- Architected a manual child-library multi-tenant system (master Fanblock Library + club themes) so **Tottenham Hotspur** launched in ~65% less time than Milan without Enterprise Figma multi-mode.
- Established the company's first Definition of Done and led a distributed design team of 10+ across three time zones; used guerrilla findings to push pricing from elite luxury toward accessible entry tiers.
- Partnered with product and engineering on roadmaps; managed an Italian research agency for AC Milan usability testing before match-day launch.

Senior Product Designer, Freelance

Mar 2021 - May 2023

- Owned end-to-end product design for clients in insurance, fintech, SaaS and automotive: research, wireframes, prototyping, usability testing, UI design and developer handover.
- Insurance products for an insurtech, SaaS platforms for technical teams building IoT products, and in-car interface research for an automotive client through a specialist research agency.

Senior UX Consultant & Co-Founder, Viga Interactive

Dec 2013 - Jan 2021

- Co-founded and grew **a UX consultancy** spanning strategy through execution for multi-industry clients.

- Built and managed a design and research team of more than 20 people, setting quality bars and mentoring juniors.
- For **Nedbank (one of South Africa's four largest banks)**, worked across retail and business banking and later led UX, from heuristic reviews to design system work.
- For **Discovery (a leading South African financial services and healthcare group)**, secured the UX team and a project manager for discovery sprints to digitise a broker process that was still entirely on paper.
- For **FNB's eBucks rewards programme**, redesigned a site built on complex rewards rules: tested the existing site, then wireframes, a high-fidelity prototype and a second round of testing, with findings for the full rebuild.
- Ran qualitative and quantitative research across client programmes, from user interviews and usability testing to A/B testing, including for Discovery and Nedbank.
- Delivered enterprise consultancy across media, financial services, education and fintech, for clients including **Disney**, Discovery, **Investec (an international banking and wealth group)**, Nedbank, **Standard Bank**, FNB's eBucks rewards programme, **Unisa (Africa's largest distance-learning university)** and **a crypto marketplace**: systemic design strategy tied to commercial outcomes.

Earlier

Digital Account Manager, Black Snow Agency · Technical Director & Co-Founder, Awkward Apple · Digital Artist, TrashCanKidz

EDUCATION

- Post Graduate Diploma Digital Business, EMERITUS, 2018 - 2019
- Visual Communication (coursework), The Open Window, 2005 - 2007

COURSES

- MIT's Design Thinking, EMERITUS
- Service Design: How to Design Integrated Service Experiences, Interaction Design Foundation

RECOGNITION

Awwwards Honourable Mention · BCX Digital Innovation Awards Shortlist

LANGUAGES

English (fluent), Afrikaans (first language)

SKILLS

Product & UX. UI and UX design, UX strategy, 0-to-1 product design, User research (qualitative and quantitative), User interviews, A/B testing, Usability testing, Journey mapping, Personas, Wireframing and prototyping, Service design, Design thinking, Accessibility reviews, Information architecture, Developer handover, Workshops, Agile / Scrum.

AI-assisted delivery. Agent evals, Human-in-the-loop review, Prompt orchestration, Multi-model workflows, Machine-readable agent instructions (AGENTS.md).

Design systems. Enterprise token architecture, Multi-tenant theming, Component libraries, Logic layers, DesignOps.

Leadership. Design team leadership, Mentoring, Stakeholder alignment, Cross-functional collaboration with product managers and engineers.

STACK

Design. Figma (UI3, Advanced Variables, Figma Make).

AI. Claude Code, Google Cloud ADK, Gemini, Google AI Studio, OpenCode (Kimi, DeepSeek), ChatGPT, Codex, Cursor, GitHub Copilot, Google Stitch, NotebookLM.

Code. React, Next.js, TypeScript, Tailwind CSS, Vite, Python.

Data and validation. Supabase, Zod.

Delivery. Git and GitHub, Vercel, npm, Storybook and Zeroheight.

Full stack: jenniferhull.co.za/about#stack