

Jacques Keet.

Design Systems Head | AI-native Product Designer



Johannesburg, South Africa | +27 66 208 7530 | jacque7k@gmail.com
jacqueskeet.com | linkedin.com/in/jacques-keet

Profile

Design Systems Head with 15 years of experience across banking, e-commerce and media, including over 8 years building and maintaining design systems. Leads design system efforts at Standard Bank Group, supporting more than 1,800 platforms and approximately 200 designers and developers across Africa. AI-native product designer combining AI design workflows and design engineering with user experience (UX) and user interface (UI) expertise.

Expertise & tools

AI and systems AI design workflows; AI design education; AI-ready design systems; design engineering; design systems governance; component libraries; accessibility checklists; documentation.

Product and leadership Interaction design; user research; usability testing; information architecture; wireframing; UI design; UX strategy; design leadership and mentoring.

Tools Claude Code, Codex, Cursor, Anti-Gravity, Paper, Pencil.dev, Framer, Relume, Google Stitch, Google Flow, Higgsfield, Figma, Figma Variables, Figma Weave, Figma Make, Storybook, Style Dictionary, Tokens Studio, Expo.dev.

Experience

Design Systems Head | Standard Bank Group

Sep 2026 – Present

- Lead design system efforts supporting more than 1,800 platforms across web, iOS and Android, serving approximately 200 designers and developers across Africa.
- Design, maintain and evolve the Standard Bank Group Design System, including component libraries, design tokens, interaction patterns, accessibility checklists, usage guidelines and documentation.
- Explore and define the Group's new design language, establishing visual styles and interaction patterns across digital platforms.
- Chair the design system governance forum and oversee quality control.

Design Lead | Vodacom

Jun 2023 – Aug 2026 | Johannesburg

- Managed a team of 7 designers alongside 2 other design leads.
- Owned design direction for Vodacom digital experiences, with a focus on the e-commerce website and a consistent customer experience across platforms.
- Increased online sales by 15% and improved TNPS by approximately 8 points on average.

Founder and Design System Product Designer | JK Multimedia Solutions

Oct 2020 – Present | Freelance

- Help companies establish, refine and maintain design systems, from small to enterprise grade.
- Contributed to Esri's Calcite Design System as a contractor, improving Figma libraries and increasing theming and reuse through design tokens in Tokens Studio.
- Supported the Calcite team's migration to Figma Variables.

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Experience continued

Senior UX Designer | Backbase

Oct 2020 – May 2023 | Amsterdam

- Designed experiences for a white-label banking platform, enabling banks to personalise applications for small and medium-sized enterprise (SME) clients.
- Contributed to and supported the Backbase Design System.

Senior User Experience Designer | Capitec Bank

Sep 2018 – Sep 2020 | Cape Town

- Developed Capitec Bank's first comprehensive design system to support consistency across platforms.
- Analysed user engagement data and designed interfaces that balanced user needs, business goals and technical feasibility.

Design Lead | ABSA Bank

May 2017 – Aug 2018 | Cape Town

- Led UX design for a unified financial management platform at ABSA CIB.
- Led and mentored a team of 6 UX/UI designers and supported collaboration on a consistent user experience.

User Experience Designer | Liberty Life

Aug 2016 – Apr 2017 | Johannesburg

- Designed a digital client onboarding platform for financial advisors that reduced the time to service clients by 45%.
- Collaborated with business, design and engineering teams to meet advisor and client needs.

UX/UI Designer | Standard Bank

May 2014 – Jul 2016 | Johannesburg

- Led design of a new online banking platform, self-service kiosk and design system in an agile environment.
- Collaborated with business representatives, developers, testers and designers on a cohesive banking experience.

Interactive Media Designer | DStv

Apr 2011 – May 2014 | Johannesburg

- Designed web and mobile interfaces across DStv channels, alongside web banners, social media graphics and marketing materials.

Education

Bachelor of Technology (BTech) in Multimedia Design

University of Johannesburg | Johannesburg | Feb 2009 – Nov 2012

Majoring in Interaction Design; User Experience included in the curriculum from second year.

Certifications & courses

Certified Usability Analyst (CUA) | Human Factors International

Designing UX with Willy Lai | Willy Lai | Nov 2018 – Nov 2019

How to Design for Persuasion, Emotion, and Trust | Human Factors International | May 2012