RECRUITER MODE · 30-SECOND READ

Pamela King

Senior product designer and design engineer in Cape Town, moving to Perth in January 2027. 9+ years taking products from brand to shipped code in banking, fintech, healthcare, Web3 and enterprise. Senior Product Designer on the Old Mutual Design System, and co-founder of JumpLab, where I design and build my own products.

9+ years in design **10** designers led at Capitec **13** brands **Brand** to shipped code

pamkingdesigns@gmail.com **LinkedIn**

Open to remote roles across South Africa and Australia, and hybrid in Perth

EXPERIENCE

2026 – now
Senior Product Designer, Old Mutual · Cape Town
Designing on the Old Mutual Design System across web, iOS and Android, including the rules for in-app product tours.

Now
Co-founder and Design Engineer, JumpLab and BeOptimal · Cape Town
A venture lab that turns early ideas into working products. For BeOptimal I designed the brand, website and product, and built the front end.

2026
Senior Product Designer and Design Engineer, RealFi · Remote
Led product design for a real-world-asset stablecoin on Cardano: the customer app, the admin platform, the design system and the brand.

Jun 2022 – 2025
Lead Experience Design Consultant, BlueSky · Johannesburg (hybrid)
Led a team of ten designers on Capitec's Salesforce agent tools, specialising in fraud and financial crime, and managed the design system. Designed for the Absa Banking website and app. Line manager, and part of the pitch team.

Jul 2022 – 2025
Lead Design Consultant (part time), Wisemind · Remote
Products from research to MVP: MediUX, a medical practice management product, and a stokvel dashboard for Alliance Insurance. Also content strategy and the Wisemind brand and website.

Jan – May 2022
Lead Product Designer, RubiTax (VatIT Ventures) · Tel Aviv (remote)
Design system, corporate identity and website, UX research and UI design.

Jul – Dec 2021
Senior Service Designer, Praekelt.com (now Helm) · Johannesburg
UX, UI and service design for MTN's agent dashboard.

Jan 2019 – Jun 2021
Digital Designer and Copywriter, SuperUltra · Pretoria
Grew from junior to mid-level designer. CI, design strategy, service design and digital product design for Anglo American, PwC, Bidvest Bank, Absa, Nedbank and Standard Bank.

2017 – now
Founder, Absurd Bird Design Studio · Freelance
Brand, digital and product design for clients across many disciplines.

2017 – 2018
Design internships, FCB Africa, Timesquare Advertising, Run Jump Fly · Johannesburg

SKILLS

Design	Design systems, product and UX/UI design, service design, interaction design, information architecture, brand identity and CI, prototyping
Research	User interviews, usability testing, UX playbooks, wireframing, design thinking and the double diamond
Build	React, TypeScript, design tokens, React Router, Playwright, Vercel, GitHub
Tools	Figma, Miro, Notion, Adobe Photoshop, Illustrator, InDesign and After Effects, Cinema 4D, Maya, Salesforce
Leadership	Led a team of ten designers, line management, pitches, mentoring

EDUCATION

2017 — **BA Information Design**
University of Pretoria. Golden Key (top 15% across all degrees), top 6 for animation, top 10 for CI design.

2016 — **General Psychology major**
University of Pretoria

2023 — **Product Strategy for Designers**
Dive

2023 — **Design for a Better World**
IDxF

2020 — **3D Animation**
The Animation School

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