

JOHN.A. ITEBU

Staff Product Designer (Design Systems) | Design Systems Lead

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(Oyster Case study Pass: h3fn9qk2vm8xw5bz1t)

Design Systems Lead and Product Designer with 12+ years of experience building scalable digital products and multi-brand, multi-vertical, multi-platform design systems across iOS, Web, and Android for fintech, e-commerce, and SaaS product teams. Strong in design system strategy, design tokens, component architecture, accessibility, and governance. Experienced in using AI models, the Figma MCP server, the Figma Plugin API, and automation to improve token review, component documentation, design QA, and design-to-dev alignment.

CORE SKILLS

Design Systems: Design Tokens, Component Architecture, Component Libraries, Multi-brand, Multi-vertical and Multi-platform Design Systems, Figma Variables, Governance, Adoption, Documentation, Accessibility

Product & Technical: UX Strategy, IA, Prototyping, Usability Testing, React, TypeScript, React Native, MUI (Material UI), HTML, CSS, JavaScript, Storybook

AI & Automation: AI Workflows, Figma MCP Server, Figma Plugin API, Automated Documentation, Design-to-Dev Automation

PROFESSIONAL EXPERIENCE

Rush Street Interactive (2022 – 2026)

Design System Manager | (Global) Remote - Contract

- Built the company's first token-driven, multi-brand, multi-vertical, multi-platform design system across iOS, Web, and Android, with dark mode, localization, and responsive UI across Europe, North America, and LATAM.
- Led and mentored 18 designers and external partners, defining governance, review rituals, and component architecture across global product teams.
- Introduced AI-assisted workflows: Figma MCP server, design token automation, and design QA.
- Built internal tooling with the Figma Plugin API - component audit plugins, token validation/linting, automated documentation, and design-to-dev alignment.
- Tracked OKRs and KPIs across adoption, migration, accessibility, and system health; measured component-level metrics and systematically reduced design debt.

OysterHR (Oyster®) (2021 – 2025)

Lead Designer (Design System), Remote - Contract [Read Case Study](#)

- Led the first major design system initiative, migrating legacy UI into a scalable component and pattern library that reduced custom styles by 60%, including complex components – data grids, form patterns, and navigation.
- Drove adoption through audits, documentation, training, office hours, and feedback loops, increasing design system coverage by 12% per quarter.

- Improved design-to-dev handoff speed 35% by standardizing component usage and documentation.
- Brought 90% of components to WCAG AA+ compliance through audits and implementation guidance.

Flaconi GmbH (2020-2021)

Senior UI Designer (Ecommerce) - Design System, Berlin, Germany

- Led redesign of the customer account area, improving clarity across order tracking, returns, preferences, and account management.
- Built a design system proof of concept with the VP of Product, securing leadership buy-in and helping form the company's first design system team.

Visual Meta GmbH. Axel Springer, (2019-2020)

Interaction Engineer, Berlin, Germany

- Built performant UI for a multi-million-user e-commerce platform using HTML, CSS, Sass, JavaScript, and JSP.
- Contributed to the internal style guide/design system and supported A/B testing with analytics, internal tools, Maze, and live tests.

NQLB, (2017 - 2019)

Product Designer / Technical Lead (UI/UX), Lagos, Nigeria

- Led product design, UI/UX, and frontend delivery for the redesign of United Bank for Africa's group website and country-level digital experiences across 23 subsidiaries.
- Led design and frontend development for Radius, a loan application platform for financial institutions and government clients in West Africa.
- Redesigned and built the interface for a banking intranet system used by more than 15,000 staff across Africa.

Swifta Systems & Services, (2016-2017)

Frontend Designer, Lagos, Nigeria

- Designed and built e-commerce, payment gateway, and client web interfaces from prototype to frontend implementation.

EDUCATION & TRAINING

University of Ibadan, Ibadan, Nigeria, (2009- 2014)

BSc. Computer Science