Emil Bergh

Principal-Level UX and Product Design Lead with over 15 years of experience building content-rich, user-centered platforms across media, e-commerce, and enterprise. I focus on designing scalable, intuitive systems that bring together voice, clarity, and business goals, most recently as VP of UX Design at JPMC. I'm known for leading high-performing teams, grounding strategy in user insight, and mentoring emerging talent in ways that support both craft and culture. My background in music technology and immersive design gives me a unique sensitivity to user emotion, interaction, and accessibility.

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EXPERIENCE

JPMorgan Chase VP Experience Design

January 2024 — Present   New York, NY

Leading UX strategy and product design for digital tools that support Chase's merchant services and customer engagement platforms. Directed the complete redesign of the advertising campaign management platform, empowering business users to create and manage offers within the Chase mobile app. Collaborate closely with cross-functional partners to shape product vision, define scalable interaction models, and prototype end-to-end experiences in Figma. Explore and integrate AI-powered design tools (e.g. UX Pilot) to streamline workflows and enhance decision-making. Support team development through hands-on mentorship and thoughtful design leadership in a highly regulated, trust-driven environment.

R/GA ACD — Experience Design

March 2018 — September 2021   New York, NY

Led end-to-end experience design for enterprise clients in banking and telecommunications. Oversaw research, strategy, prototyping, and usability testing across complex ecosystems. Directed multidisciplinary teams and mentored junior designers to elevate craft and delivery. Championed user-centered practices in highly regulated, enterprise-scale environments.

Fab.com UX Lead

October 2015 — May 2017   New York, NY

Defined and executed product strategy for global e-commerce platform.
Led roadmap planning, UX research, prototyping, and user testing.
Oversaw a team of 4 UX and visual designers across projects including Augmented Realits, checkout flows, and international expansion.

Ralph Lauren Senior Experience Architect

September 2013 — October 2015   New York, NY

Shaped digital strategy and UX for product launches and seasonal campaigns.
Led research, discovery, and prototyping for interactive media, campaign sites, and mobile features.
Promoted UX maturity within the organization and mentored junior team members.

Rokkan Senior Experience Architect

April 2012 — August 2013   New York, NY

Owned UX deliverables for high-profile clients in finance, travel, and consulting.

Led strategy, IA, wire-framing, and user testing for large-scale web and mobile platforms.

Collaborated with internal and client teams to align business goals with user needs.

Gloo Digital Design User Experience Designer

February 2010 — January 2012   Cape Town, RSA

Designed user flows, wireframes, and specifications for global brands including Red Bull, FIFA, and Puma.

Served as primary client contact on large accounts, balancing creative and technical goals.

Awards: Gold Loerie (FIFA, 2010), Silver Loerie (MSN, 2011), Bronze Loerie (PUMA, 2010)

Vivid Image User Experience Designer

July 2007 — July 2009   London, UK

Led IA and UX design for clients including GT Bank and Latitude Group.

Owned key project and account management responsibilities in a client-facing role.

EDUCATION

MM Music Technology New York University

2021 - 2023   New York, NY

Focused on immersive sound design, music cognition, and interactive media.
Thesis explored the pre-cognitive impact of light and sound combinations on cross-modal sensory perception.

BA Hons Multimedia Arts Middlesex University

2006 - 2008   London, UK

Studied user experience, information architecture, and interactive media.

Dissertation involved a fictional mobile app concept using location services and payment integration for real-time theatre ticket delivery.