



CHUK



DESIGN FOR
A CLEARER
TOMORROW.

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in linkedin.com/in/emekarajis

BRANDS

JPMorgan Chase

Moderna

American Express

Nike

Reebok

NBA

NFL

NHL

HBO

Barclaycard

EMEKA RAJIS .

DESIGN LEADER / UX STRATEGIST / AI ENGINEER

01 / PROFESSIONAL SUMMARY

I TURN COMPLEX PROBLEMS INTO CLEAR IDEAS
AND REAL PRODUCTS.

Senior UX and product design leader with 20+ years of experience shaping complex digital products, creative strategy, design systems, and customer experiences across financial services, healthcare, technology, media, and global consumer brands. Combines executive-level UX leadership and product strategy with AI-assisted engineering to move from ambiguity and research to working, testable product experiences.

02 / CORE COMPETENCIES

UX / PRODUCT DESIGN LEADERSHIP		PRODUCT STRATEGY & DISCOVERY		CREATIVE STRATEGY		DESIGN SYSTEMS	
RESEARCH	AI-ASSISTED ENGINEERING / VIBE CODING			CHATGPT	CLAUDE	LOVABLE	FIGMA
ADOBE CREATIVE SUITE		FRONT END ENGINEERING		DIGITAL ILLUSTRATION			

03 / PROFESSIONAL EXPERIENCE

JPMORGAN CHASE & CO. 2024 – PRESENT

Lead Vice President, UX Design

- Lead UX direction for Marketing Connect, shaping product experience and design direction across a complex enterprise ecosystem.
- Lead UX design for Assisted Account Opening, guiding end-to-end experience strategy and execution.
- Drive alignment between product and engineering teams to translate requirements and customer needs into actionable product experiences.
- Coordinate quantitative and qualitative research to validate direction, surface user needs, and inform design decisions.

TBWA 2022 – 2024

Associate UX Director

- Led UX strategy and design across complex healthcare and pharmaceutical initiatives, partnering with research, stakeholders, product, and engineering.
- Created user flows, wireframes, prototypes, high-fidelity experiences, and scalable design-system foundations in Figma.
- Applied research and testing to challenge assumptions, identify root causes, and improve usability with clear implementation guidance.

PHILANTHROPI 2021 – 2023

VP of UX / Creative Director

- Defined UX vision and creative direction across the company, leading work from research and ideation through prototyping and execution.
- Partnered with engineering, marketing, and product leadership to strengthen the end-to-end customer experience and product brand system.
- Translated research insights into product direction, digital experiences, and design concepts.



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05 / EXPERIENCE CONTINUED

JPMORGAN CHASE & CO.

2019 – 2022

VP of UX Design / Senior UX Lead

- Led UX strategy and delivery across enterprise product experiences and larger design ecosystems.
- Established consistent visual and interaction patterns informed by research, customer needs, and enterprise design standards.
- Partnered across product and engineering while mentoring designers and raising the quality of design execution.

BARCLAY CARD

2019 – 2022

Lead Business Analyst

- Led business and UX analysis for digital banking experiences, translating customer and business needs into requirements, user stories, and experience direction.
- Partnered with product and development teams through iterative delivery and sprint planning.

06 / EARLIER EXPERIENCE

INVENTIV HEALTH COMMERCIAL

2013 – 2017

Senior Art Director

USI AFFINITY

2011 – 2013

Creative Director

DEFINED CLARITY

2008 – 2011

Chief Creative Officer

TRUE ACTION (AN EBAY COMPANY)

2007 – 2009

UX Designer

07 / EDUCATION

UNIVERSITY OF THE ARTS

Illustration & Computer Animation (3 years)

08 / ADDITIONAL SKILLS

DESIGN THINKING

INFORMATION ARCHITECTURE

INTERACTION DESIGN

RESEARCH

BRAND DEVELOPMENT

CREATIVE DIRECTION

UX WRITING

PRODUCT LAUNCH

OPEN TO THE RIGHT ROLE, PARTNERSHIP OR PROJECT.