



CHUK



DESIGN FOR
A CLEARER
TOMORROW.

✉ me@emekarajis.com
☎ 215.385.4350
🔗 emekarajis.com
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	

03 / PROFESSIONAL EXPERIENCE

JPMORGAN CHASE & CO. 2024 – PRESENT
Lead Vice President, UX Design

- Set UX strategy for Marketing Connect, aligning product, design, and engineering across multiple interconnected enterprise workflows and delivery teams.
- Lead end-to-end UX for Assisted Account Opening, shaping a complex, regulated customer journey from research and definition through design and delivery.
- Translated customer research, business requirements, and technical constraints into clear product direction, reducing ambiguity and accelerating cross-functional decision-making.
- Combined quantitative and qualitative research to validate product direction and influence roadmap, prioritization, and experience decisions.

TBWA 2022 – 2024
Associate UX Director

- Led UX strategy for healthcare and pharmaceutical initiatives serving patients, healthcare professionals, and regulated brand audiences.
- Created user flows, prototypes, and high-fidelity experiences that moved complex digital initiatives from concept toward launch.
- Built scalable Figma design-system foundations that improved consistency and streamlined design-to-development handoffs.
- Used research and usability testing to identify root causes, challenge assumptions, and improve clarity, usability, and task flows.

PHILANTHROPY 2021 – 2023
VP of UX / Creative Director

- Defined UX vision and creative direction across the company, connecting research, product strategy, brand, and execution.
- Translated research insights into product concepts that supported the evolution of Philanthropy's digital giving experience.
- Partnered with engineering and marketing to create a cohesive product and brand system across product, web, and customer-facing experiences.
- Led work from discovery through prototyping and execution, helping teams move from ambiguity to validated product direction faster.



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05 / EXPERIENCE CONTINUED

JPMORGAN CHASE & CO.

2019 – 2022

VP of UX Design / Senior UX Lead

- Led UX strategy across enterprise banking products, workflows, and customer journeys, strengthening consistency across the broader digital ecosystem.
- Established reusable visual and interaction patterns that reduced duplicated design effort and improved experience consistency across teams.
- Partnered with product and engineering leaders to improve delivery alignment and reduce design-to-development ambiguity.
- Mentored designers and introduced critique and quality practices that raised design consistency and execution quality.

BARCLAY CARD

2019 – 2022

Lead Business Analyst

- Led business and UX analysis for regulated digital banking and credit-card experiences.
- Translated customer and business needs into requirements, user stories, and experience direction for product and development teams.
- Partnered through sprint planning and iterative delivery to support ongoing product releases and digital enhancements.
- Clarified complex banking workflows, helping teams create more understandable and actionable customer experiences.

06 / EARLIER EXPERIENCE

INVENTIV HEALTH COMMERCIAL

2013 – 2017

Senior Art Director

USI AFFINITY

2011 – 2013

Creative Director

DEFINED CLARITY

2008 – 2011

Chief Creative Officer

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.