

Jacob Bergström

Product Designer & Front-End Developer

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Profile

Product Designer with 7+ years of experience in global organisations and complex internal systems. Specialised in design systems, scalable interaction design and close collaboration between design and engineering. At H&M, I work across an enterprise design system and a new internal application, taking design through front-end implementation. I also lead AI-assisted, code-based prototyping using Claude and Figma MCP and use quantitative research when direct user access is limited.

Professional Experience

H&M - Experience Designer / Product Designer (January 2025 - Present)

Develop H&M's internal planning systems and internal design system, while designing a new internal application from the ground up through to front-end implementation. Lead efforts to bring design closer to production code using Claude and Figma MCP, helping the design team create working prototypes that follow design-system rules. Use quantitative research and product data to support design decisions when direct access to end users is limited.

Sigma Technology Cloud - Product Designer & Front-End Developer (September 2021 - December 2024)

Consultant at H&M, working with product design (UX/UI), prototyping and front-end support for complex internal tools. Helped establish and scale an internal design system, including component structure, guidelines and documentation. Worked closely with engineers and product stakeholders across international teams to turn complex requirements into practical product solutions.

DH Solutions AB - UX/UI Designer & Systems Developer (September 2020 - Present)

UX/UI design and systems development for web-based products, including project coordination, client dialogue and end-to-end delivery across both small and larger projects.

Montania System AB - UX/UI Designer, Project Manager & Systems Developer (June 2017 - August 2020)

UX/UI design, prototyping, front-end implementation, project management and client collaboration across web-based business systems.

JB Design Halmstad - Design Consultant (May 2016 - June 2017)

Ran an independent consultancy focused on web and UI design, design advice, prototyping and client coordination.

Education

University West - Web Design (2016 - 2017)

Studies in graphic design, CSS, programming, UX and responsive web design.

Halmstad University - Digital Design and Innovation (2013 - 2016)

User-centred design methodology with a focus on ethnographic research, prototyping and usability testing.

Adult Education, Halmstad (2009 - 2011)

Completed additional subjects for broader university eligibility.

Sturegymnasiet - Multimedia (2004 - 2007)

Focused on graphic design tools and web development.