Joakim Bergman

Interaction Designer / Senior UX Designer

10+ years of experience in UX, interaction design, design systems, and accessibility.

Bergie

bergie.se / Malmö, Sweden

About me

I am a Senior UX and Interaction Designer with more than 10 years of experience designing digital services and complex systems.

Senior UX Designer and consultant since 2014, with accessibility and WCAG experience since 2024

Experience across SaaS, fintech, and digital platforms

Strong focus on complex user flows, design systems, and close collaboration with development teams

Design philosophy

Good interaction design makes complex systems feel simple. Users should be able to accomplish what they need while supporting the goals of the business.

When starting a new project, I focus on:

- Understanding business goals
- Clear user flows
- Accessible UI (WCAG)
- Consistency through design systems
- Close collaboration with **developers**
- Continuous, iterative improvement

Good delivies and happy developers makes UX work easier

Case 1: SaveLend

SaveLend Group

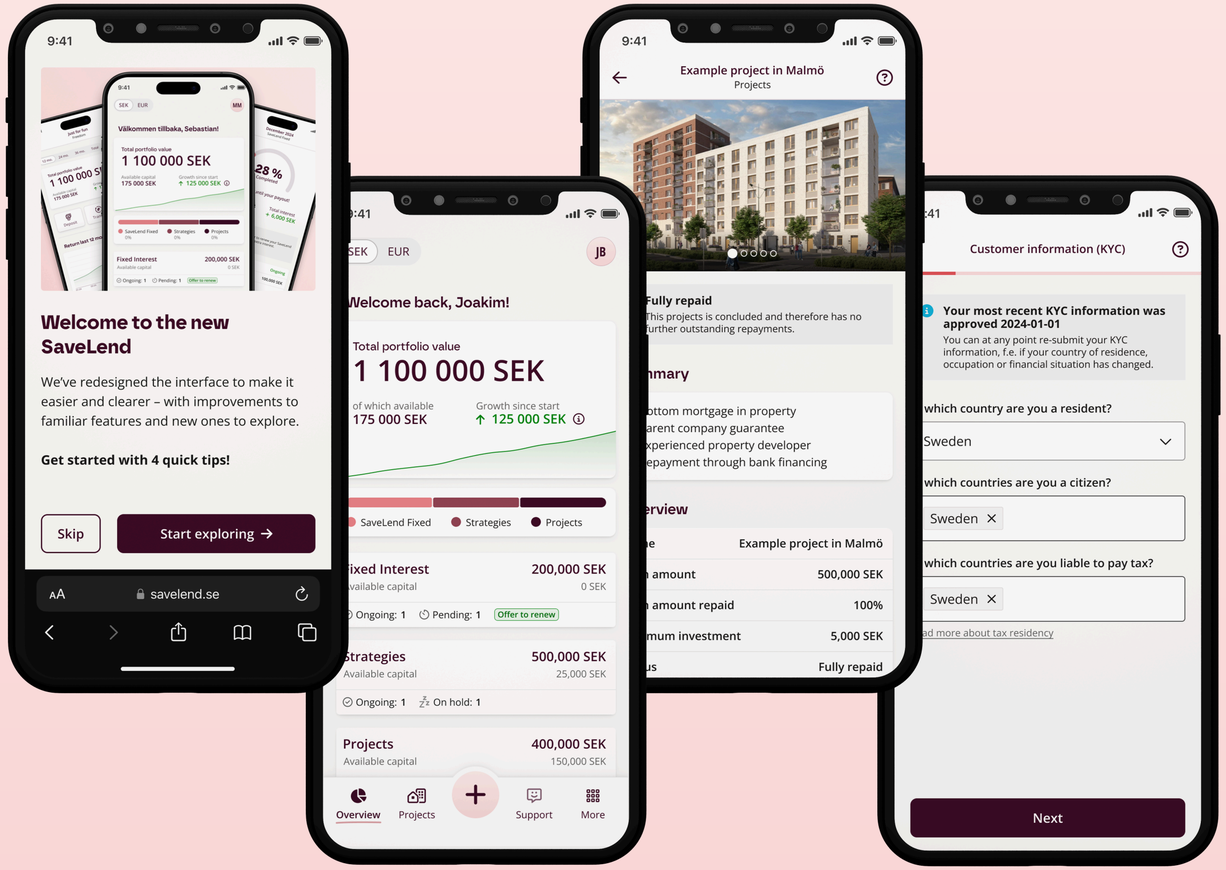
As a UX and Interaction Designer at SaveLend Group, I was involved in a major redesign of the SaveLend platform, with a focus on interaction design, user flows, design systems, and close collaboration with developers.

As part of the redesign, I have also worked actively with accessibility and WCAG compliance since January 2024.

Overview

SaveLend is a fintech group with multiple digital platforms and services, including SaveLend, Billecta, Fixura, and LoanStep — all brands I have worked with over the years.

As the business grew, so did the complexity. New features, business requirements, and user groups placed increasing demands on structure, consistency, accessibility, and the long-term management of the user experience.



My role

As part of the design team, I was responsible for a large portion of the platform's UX and UI work.

My responsibilities included interaction design, user flows, interface design, design systems, and design documentation.

I worked closely with developers, product owners, and design leadership throughout the project.

The challenge

The platform had evolved over many years and spanned multiple products with different user needs and business requirements. This resulted in increased complexity, inconsistent design patterns, limited reuse, and accessibility challenges.

There was also a need for a shared foundation that could support more efficient collaboration between design and development.

My goals

- Create a more consistent user experience across products
- Establish a scalable design system and clearer user flows
- Improve collaboration between design and development
- Ensure a high level of accessibility in line with WCAG and EU requirements

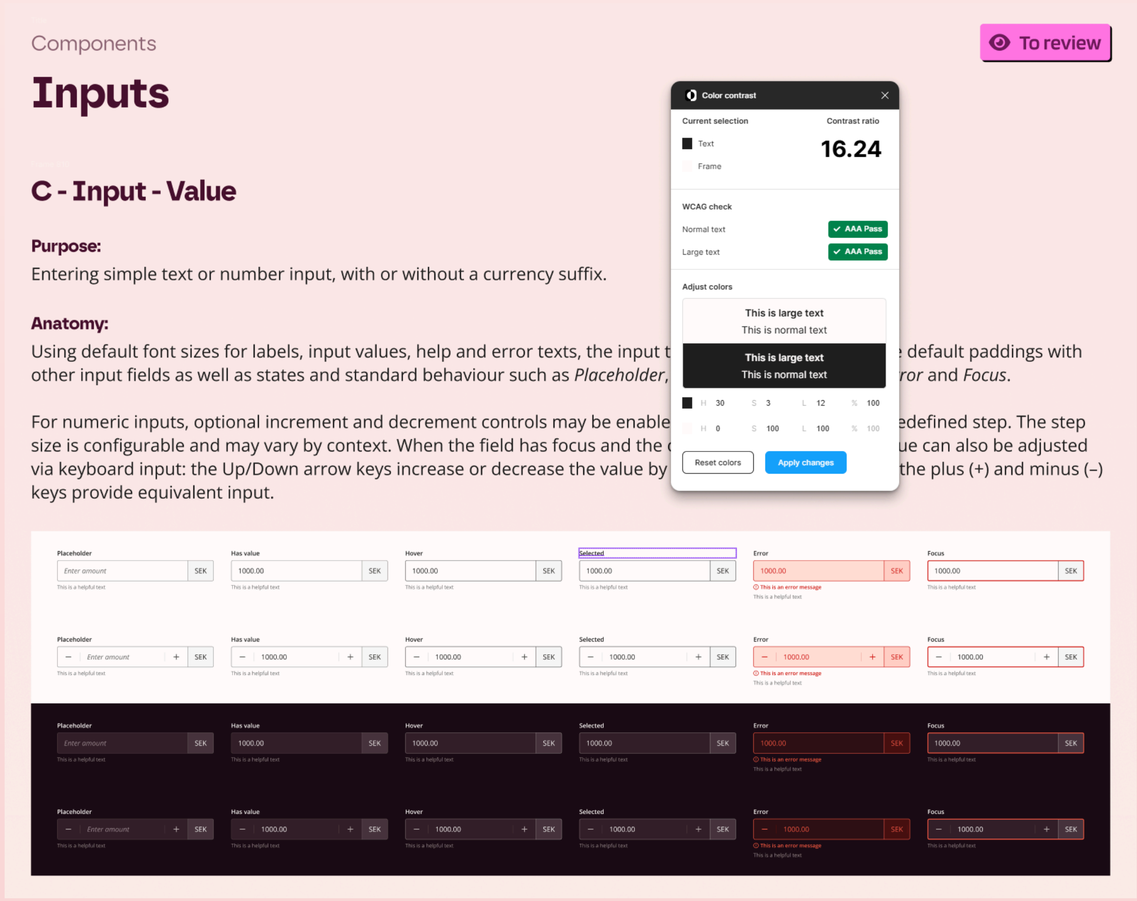
Approach

- Discovery and analysis of user needs, design patterns, and technical constraints
- Simplification and standardization of user flows, interfaces, and accessibility practices
- Design of interfaces, components, and design systems
- Close collaboration with devs through documentation and ongoing knowledge sharing

WCAG

To ensure the platform met accessibility requirements, we completed WCAG training as part of the project. During the design process, we used various tools to verify contrast ratios, typography, and color choices in accordance with established accessibility guidelines.

We also developed a clear focus state pattern for all interactive elements across the platform to improve navigation and usability, particularly for users relying on keyboard navigation or assistive technologies.



How did it go?

The design system and documentation played a key role in establishing a more structured way of working and creating a stronger connection between design and development.

The result was faster progress, improved consistency, and reduced friction between stakeholders across the organization.

Key learnings:

- Collaboration with engineering is everything
- Clarity and structure create more value than visual complexity
- ***Design systems work best when they are tailored to how teams actually build and work***

Example:

Patterns

To review

Overlays

P - Overlays

Purpose:

The P - Overlays pattern defines how overlays behave responsively across devices, how they interact with the underlying interface, and when different overlay presentation types should be used.

The pattern ensures consistency in:

- Overlay behavior
- Responsive transitions
- Focus management
- Background treatment
- Interaction hierarchy

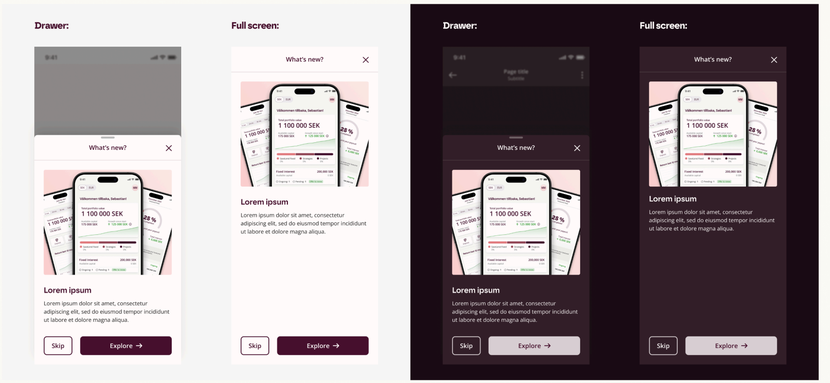
Behaviour: Mobile

On mobile, overlays are presented as drawers by default.

These drawers:

- Slide up from the bottom of the screen
- Include a top handle to indicate draggable behavior
- Can be expanded into a full-screen overlay by dragging the handle upward

If the overlay content exceeds approximately 70% of the viewport height, the overlay automatically switches to the full-screen mobile variant instead of using drawer presentation.

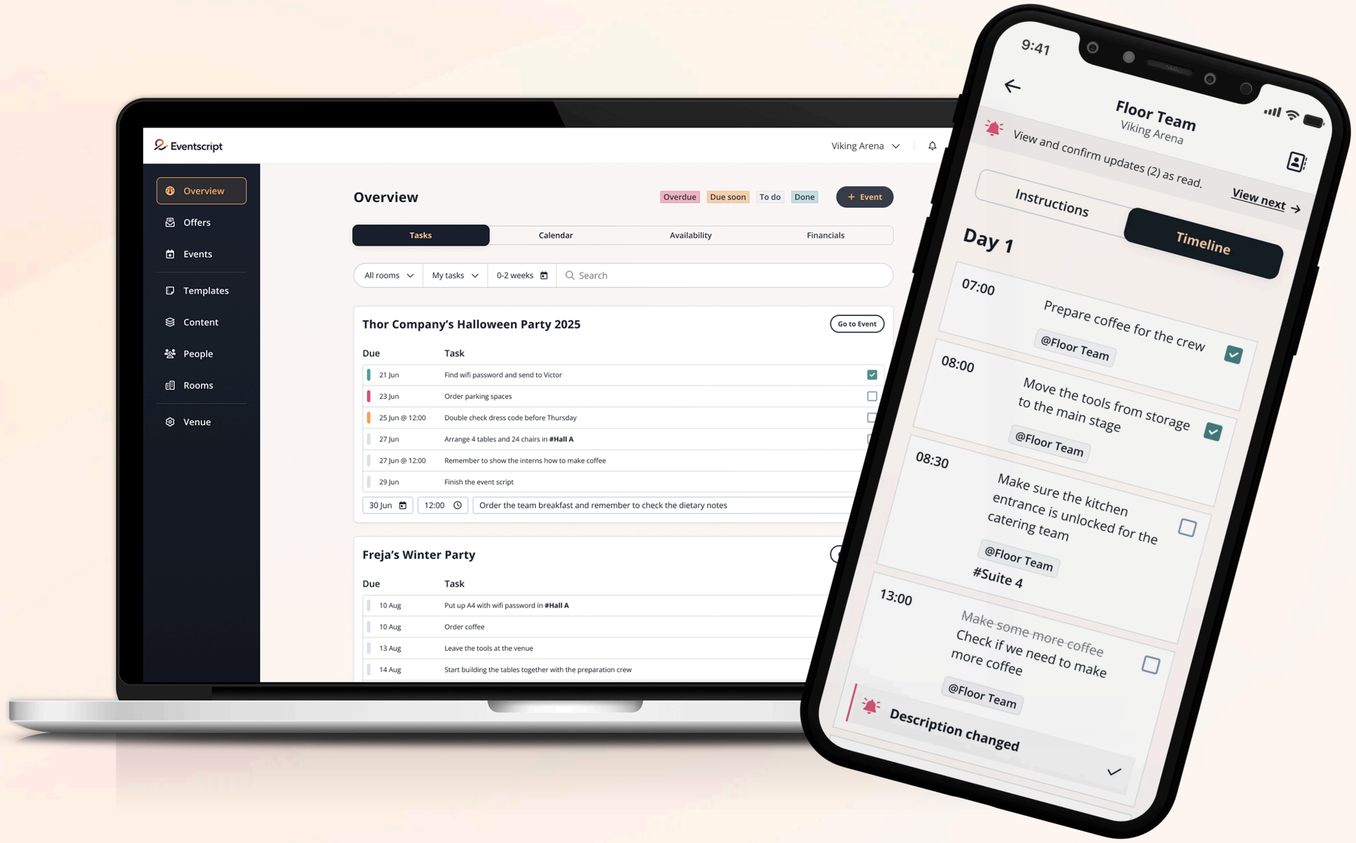


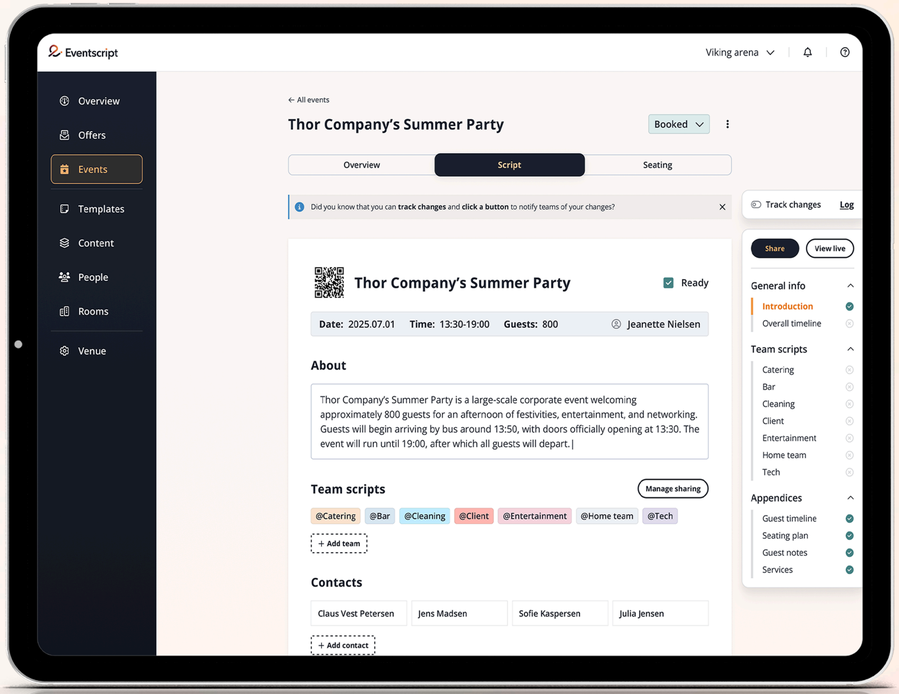
Case 2: Eventscript

Eventscript

As Co-founder and Head of Design, I have been responsible for the overall user experience of Eventscript, from the initial product concept to the current solution.

My work has included product structure, user flows, interaction design, prototyping, design systems, and close collaboration with engineering throughout the product development process.





Everything an event manager needs

Eventscript is a SaaS platform for event planning and management, built from the ground up to support multiple user types and workflows.

As a new product initiative, the platform needed a clear and intuitive structure from day one, while remaining flexible, scalable, and easy to evolve as both the product and business grew.

My role

As Co-founder and Head of Design, I was responsible for the overall user experience throughout the product development process.

My work included product structure, user flows, interaction design, prototyping, design systems, and close collaboration with engineering.

The challenge

To create a new platform from the ground up and transform complex business needs into an intuitive tool for event planning and management.

The solution needed to support multiple user types while remaining flexible, scalable, and ready to accommodate future AI-driven functionality.

My goals

- Establish and maintain an effective sprint workflow
- Move quickly to achieve an early proof of concept
- Create a clear and scalable design foundation
- Leverage AI tools to accelerate frontend development

Approach

- Understand business goals and needs within the events industry
- Conduct discovery and evaluate competing products
- Create early prototypes for testing and validation
- Design implementation-ready interfaces and components
- Continuously evaluate, iterate, and improve

How did it go?

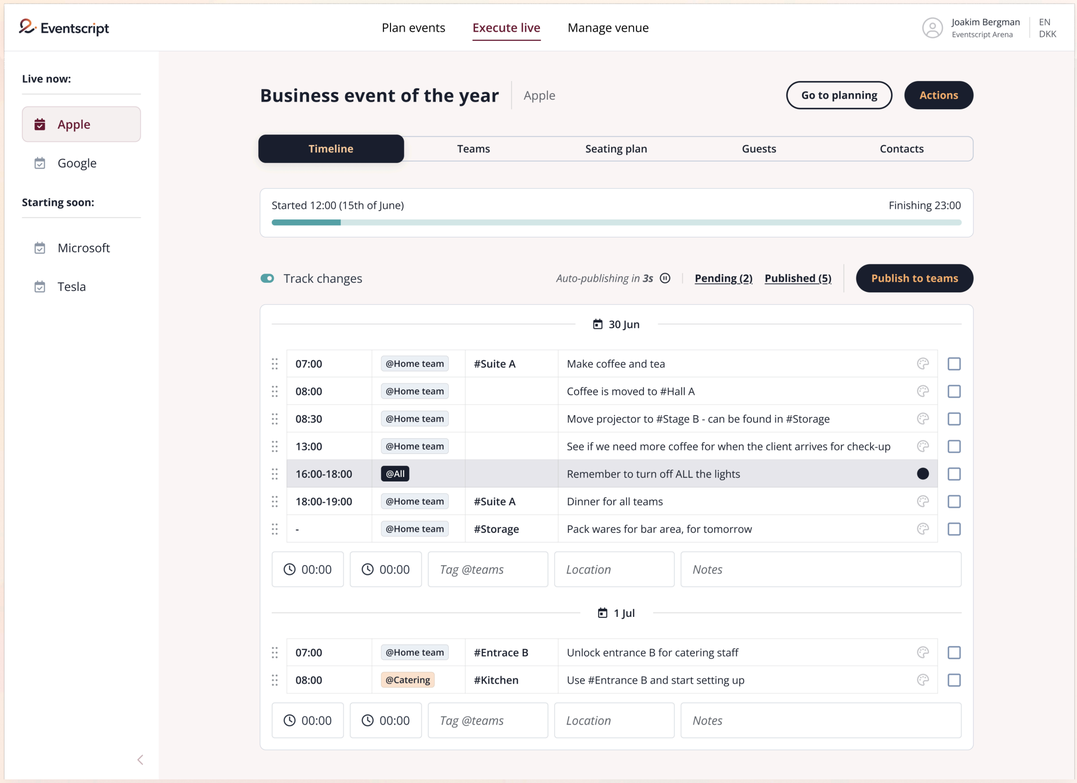
Eventscript has identified a clear product-market fit and is now fully focused on event management. The project has been a finalist in several startup competitions and is driven by a core team of four.

The product is still under active development, and not all designs have yet been implemented in the live platform. The screens and solutions shown in this portfolio therefore represent the current design direction and the work that is being progressively rolled out.

The website is also scheduled for a redesign. Following a major SEO initiative, the amount of content has grown significantly, meaning the current website no longer fully reflects the design direction established for the product.

The product's design foundation, user flows, and design system are now well established. As a result, my role today is primarily focused on quality assurance, ongoing refinement, and supporting implementation.

A preview!



How do I work with AI?

AI-driven product development

I am currently working on an AI-related product initiative where I am responsible for the entire process — from idea and business development to UX, design, prototyping, and technical implementation.

Due to confidentiality reasons, I cannot share the project name, screenshots, or other project-specific details. Instead, this section focuses on the methods, tools, and lessons learned throughout the development process.

How I use AI

I use AI to rapidly explore and validate ideas, generate multiple design directions for comparison and inspiration, create early prototypes for testing, and accelerate the development of web applications and digital products.

What’s in my toolbox?

Figma Make • Claude • Bolt • Supabase • Magnific • Mobbin

AI does not replace the design process, but it makes it possible to test more ideas faster and spend more time on problem-solving, user needs, and product strategy.

That’s all!

Thank you for taking the time to peruse my portfolio.

All the best, Joakim

linkedin.com/in/joakimbe/