



kajaskerlj.com
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Kaja Skerlj

PRODUCT DESIGNER

Kaja is currently based in Berlin (**open to relocation**) and looking for opportunities to work for tech startups.

SKILLS

Skills

Prototyping
Wireframing
User Research
Usability Testing
Storyboarding
Visual Design
Pitch Deck Design
Branding
HTML & CSS

Tools

Figma
WordPress
Photoshop
InDesign
Miro
Asana

Languages

English (fluent)
Spanish (intermediate)
Slovenian (native)

ACCOMPLISHMENTS

Social Tides | Social Entrepreneurship Award

Social Impact Award Slovenia

NSF's Innovation I-Corps Award

NCAA Teamwork and Collaboration

Lehigh University Leadership Camp

Emerging Leaders Program

Full Athletic Scholarship @ LehighU

World Youth Championship, 400m hurdles

EDUCATION

Lehigh University, MAY 2021 - MAY 2022

Bethlehem, PA, USA

M. Eng. in Technical Entrepreneurship

Lehigh University, AUGUST 2017 - MAY 2021

Bethlehem, PA, USA

B.S. Product Design

Graduated *magna cum laude*

EXPERIENCE

Soniox, REMOTE, EU

Product Designer, JUNE 2024 - PRESENT

- Early-stage AI startup. I'm currently working on the [website](#), console and docs redesign for new product launch.

WordMe, REMOTE, EU

Co-founder, CPO, SEPTEMBER 2022 - PRESENT

- Fully designed a tool for enhancing emotional expression and communication within couples.
- Lead the design of the [landing page](#), blog, and newsletter
- Designed, tested and sold 100 products.
- Recipient of [Social Tides Award](#), financed by Google.

Sappi, BRUSSELS, BE

UX Designer, NOVEMBER 2022 - SEPTEMBER 2023

- Leading launch of sustainable fiber-based solutions online community - <https://www.paperpack.community/>
- Reimagining the Sappi e-commerce site by completing a UX Audit, user interviewing and testing new wireframes.
- Cross-functional team experience in defining customer needs, data analysis, and solution design.

Sony, REMOTE, USA

UX Designer, DECEMBER 2020 - JUNE 2022

- Lead a redesign of a Web App [Oppro](#)
- Designed 3 new features in Figma based on user feedback
- Conducted user research, defined customer needs and user persona, analyzed the competitor landscape, lead user interviews using Zoom, and designed hi-fi wireframes in Figma.

UX Designer Intern, AUGUST 2020 - DECEMBER 2020

- Lead a redesign of an iOS app [Studence](#)
- Conducted quantitative user interviews of 55 students using Google Forms and analyzed the data. User tested the interface by conducting 12 user interviews using Zoom.
- Worked on defining customer needs, created a user journey map, and designed lo- to hi-fi wireframes.
- Collaborated with the marketing team on the LP design and A/B tested the site.

Reciprocity, SAN FRANCISCO, CA

Marketing Designer, MAY 2019 - AUGUST 2021

- Responsible for design of monthly webinar materials — email design, one pager, banner ads, sign-up page, TYP, social banner, slide deck. Lead design for a nurture Email Campaign.
- Designed 10 e-books and 3 infographics in Adobe InDesign, 70 social banners and banner ads in Figma.
- Launched a Slack Community, ZenGage, and in 1 month generated 160 users.
- Lead a 270% increase in membership in next 6 months.