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# Kaja Skerlj

## PRODUCT DESIGNER

Kaja is based in Berlin (**open to relocation**) and looking for opportunities to work with socially impactful companies in the EU.

## 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

**WordMe**, REMOTE, EU

**Co-founder, CPO**, SEPTEMBER 2022 - PRESENT

- Co-founded the company WordMe - a tool for enhancing emotional expression and communication within couples.
- Lead the design of the landing page, blog, and newsletter - <https://wordme.org/>
- 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**, AUGUST 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.

**Marketing Intern**, MAY 2019 - AUGUST 2019

- Launched a Slack Community, ZenGage, and in 1 month generated 160 users.
- Lead a 270% increase in membership in next 6 months.
- Wrote content and helped design marketing materials for ZenGage for Email and LinkedIn Marketing.